



The role of packing in the protection and promoting of carbonated beverages

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In this paper are presented the results obtained from the study of searching the cooling drinks market.

The market investigation was achieved by means of the methods and techniques typical of the marketing researches that is test on the basis of questioning.

The questionnaire theme included questions as follows the point of view in relationship to the line and the quality of the drinks and the packings that already exist on the market; the type of packing that they consider highly indicated to preserve the organoleptic properties of the drink.

From the accomplished market test, 94.95% out of those questioned consume fresh drinks.