

**Abstract:**

Fresh-cut horticultural products are novel foods which are convenient and fit the many needs of a modern lifestyle. They combine outstanding technical content with an innovative food concept. As a real fresh-like product, they preserve their natural properties as well as maintain the original characteristics of freshness, fragrance, aspect, identity, nutrition. An important challenge is to visualise and communicate these performances and benefits to consumers.

Since the complete visibility of the food is necessary to verify product freshness, the characteristics of the visual-language of the final product have to be understood and defined. This means that the food has to be conceived and designed together with its package in order to obtain a package system which is not only “active” (package versus content) but also “interactive” (package and content versus consumer). The new package system could be considered as a smart or intelligent packaging and could be the right answer to this challenge.

A packaging system suitable for fresh-cut fruits with liquid was conceived and designed.