

Table of Contents

Abbreviations	IX
Preface	1
1 Food online: general introduction	3
1.1 Introduction	3
1.2 Scope	5
1.2.1 Delineation	5
1.2.2 The etailer concept	6
1.3 Overview	6
1.4 Legal context and knowledge gaps	7
1.4.1 Consumers contracts	7
1.4.2 Food law	8
1.4.3 Food online	10
1.5 Knowledge gap and problem statement	10
1.6 Research objective	11
1.7 Research questions	11
1.8 Theoretical framework and methodology	13
1.8.1 Theoretical framework	13
1.8.2 Data	15
1.8.3 Methodology	15
1.9 Outline	20
2 Real food from virtual shops: the situation before 2014	23
2.1 Introduction	23
2.2 The Distance Contract, buying food online	24
2.3 Information and expectations about the product	31
2.4 Conformity	33
2.5 Conformity requirement and Distance Contracts	36
2.6 Conclusions	41

3	Radical changes to the digital shop window after 2014	43
3.1	Introduction	43
3.1.1	The Consumer Rights Directive	44
3.1.2	The Food Information for Consumers Regulation	44
3.2	The distance contract	44
3.2.1	Introduction	44
3.2.2	Definition	45
3.2.3	Obligations of the webshop	46
3.2.4	Obligations relating to the provision of information in the webshop	47
3.3	Contract obligations for webshops	53
3.3.1	Introduction	53
3.3.2	The term 'withdrawal'	53
3.3.3	The right of withdrawal	54
3.3.4	Food and the right of withdrawal	56
3.3.5	Legal effects of the withdrawal	59
3.4	The Food Information Regulation	60
3.4.1	Introduction	60
3.4.2	The Food Information Regulation and the responsible operator	61
3.4.3	The webshop's obligation to provide food information	63
3.4.4	The presentation of the food information	64
3.4.5	The last link in the chain	64
3.5	Conclusions	65
4	Product Liability for Online Food Suppliers	67
4.1	Introduction	67
4.2	Product liability	68
4.2.1	Directive and national legislation	68
4.2.2	The manufacturer	71
4.2.3	The damage	72
4.2.4	The defect	72
4.2.5	Disculpation	73
4.2.6	Liability	73
4.2.7	Statute of limitations	74
4.2.8	Mandatory nature	74
4.2.9	Relationship with the law	74
4.3	Product liability for food	74
4.3.1	Green Paper	79
4.4	Product liability of offline suppliers for food	83

4.5	Product liability of online suppliers for food	90
4.5.1	The Consumer Rights Directive	90
4.5.2	The Food Information Regulation	90
4.5.3	The distance contract	91
4.5.4	Obligations of the webshop	92
4.5.5	Information about the trader	93
4.5.6	Information about the product	93
4.5.7	Online food retailers as importers	97
4.6	From liability to the obligation to pay compensation	98
4.7	Conclusions	99
4.7.1	Distance contract	99
4.7.2	Food Information Regulation	100
4.7.3	Importers' liability	100
4.7.4	Increasing risk of liability as a result of non-conformity	100
4.7.5	Obligation to pay compensation	100
5	The lucky bag for meals	103
5.1	Introduction	103
5.2	Distance contracts	104
5.3	Bricks, clicks and conformity	105
5.4	Foods in the webshop	106
5.5	The relation between the Consumer Rights Directive and the Food Information Regulation	108
5.6	The food box market	110
5.7	To conclude	113
6	Conclusions and discussion	115
6.1	Introduction	115
6.2	The distance contract	116
6.3	The consumer online	118
6.3.1	The right to know	118
6.3.2	The right to withdraw	120
6.3.3	The right to claim for damages	121
6.4	The etailer	124
6.4.1	Trader	124
6.4.2	Transparency on identity	125
6.4.3	Transparency on the contract	126
6.4.4	Transparency regarding food products	126
6.4.5	Liability for information failures	127

6.4.6 Product Liability	128
6.4.7 Import	129
6.5 Is the new legal framework for food online adequate in view of the new market shapes?	129
6.5.1 Introduction	129
6.5.2 The legal system of food online	130
6.5.3 The quality of the legal system of food online	133
6.6 Conclusion	136
6.7 Discussion and recommendations for further research	136
6.7.1 Durability	136
6.7.2 Platforms	138
6.7.3 Applicability of the legal framework	139
6.7.4 Applicable law	139
6.7.5 Discrepancies between information online and on the label	141
6.7.6 Article 14 of the Food Information Regulation	141
Summary	143
References	145
Websites	149
List of Dutch online food supermarkets	150
Some Dutch Meals on Wheels	151
Some Food boxes delivering in The Netherlands.	152