

Healthy food

Product development from concept to laboratory trial focusing on health

There is a growing interest in healthy lifestyles and healthy products, including diet and nutrition. Therefore, the food sector has been trying to satisfy these interests and needs. However, despite positive intentions of developing food products with health claims, there are still many gaps either in the available knowledge of the food sector and in the knowledge of the consumers.

Product development services

The product development process is time consuming and costly and many products fail either to make it onto the market. Developing new products focusing on health is a complex process - requiring knowledge of ingredients, processing techniques, packaging materials, legislation and consumer demands and preferences. We have all these necessary knowledge and can bring them all together to help you make the right decisions.

- Collaboration and consultancy from conception to in-troduction to the market
- Providing up-to-date market information
- Product development and reformulation to meet nutrition and health targets
- Collaboration and consultancy in clinical studies
- Consumer tests - consumer attitudes towards health and diet / consumers' acceptance of the new product
- Sensory services – characterization of the new product, comparison of test and reference products
- Shelf-life test

Labelling, health claim services

Insight into the process of “creating” a health claim show there are many strict requirements and rules, and that companies in the food industry must follow a complicated and complex procedure to meet the requirements established by the National and EU authorities (i.e. EFSA) for health claim substantiation.

- Consumer issues around labelling of the food items mainly healthy product
- Providing up-to date information in case of the actual labelling regulations
- Consultancy in submission of health claims