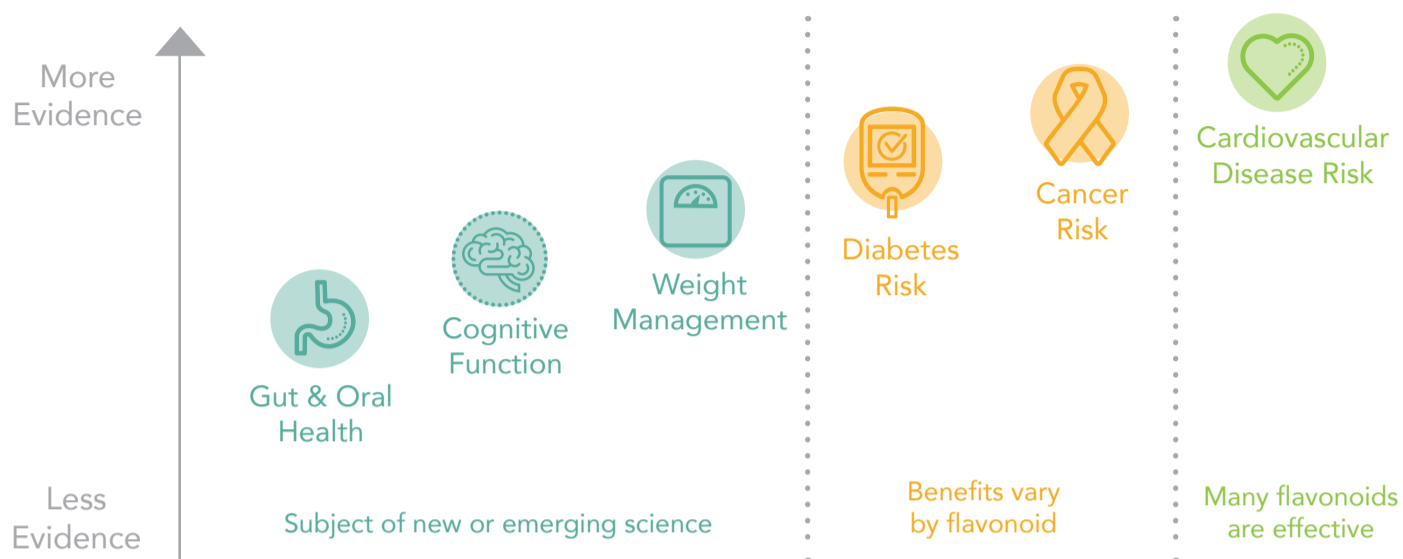


Better Beverages: The Future is Nutrition

Health Benefits of Flavonoids *The root of functional foods*



Science is a Journey: Ingredients need several studies showing a consistent benefit for us to be sure they improve our health. "Less evidence" doesn't mean that an ingredient is less effective, just that there have not been enough studies to fully understand the benefit yet.

Factors to Consider for Nutritional Beverages¹



Product Factors

- Brand, Package, Product (consonance)
- Ingredients (e.g. high protein - off-notes etc.)
- Sensory profile and its effect (thickness and intake for example)
- Sensory Dynamics (evolution of attributes - dryness, mouth-coating for example)



Context Factors

- Environment (influence drivers of intake)
- Time of day



Person Factors

- Desired end state (e.g., Independence, Security)
- Optimizing longer term emotional satisfaction rather than immediate liking
- Hunger and thirst
- Consumption behaviour (oral processing)

¹Key Texts: Den Uijl et al., 2015; Thomson & Coates 2018, Thomas et al., 2017, Forde, 2018; den Boer et al., 2017