



BUILDING BETTER FOOD

delivering health benefits with food science

Even in this era of real and clean foods, there is global acceptance of science in the food supply. Consumers want more from their foods and beverages, and added nutrition and health benefits to a product through the use of unrecognizable ingredients is driving this broad acceptance. HealthFocus explores the topic of building better processed foods and beverages. Connect with us to learn more and understand the impact globally.

63%

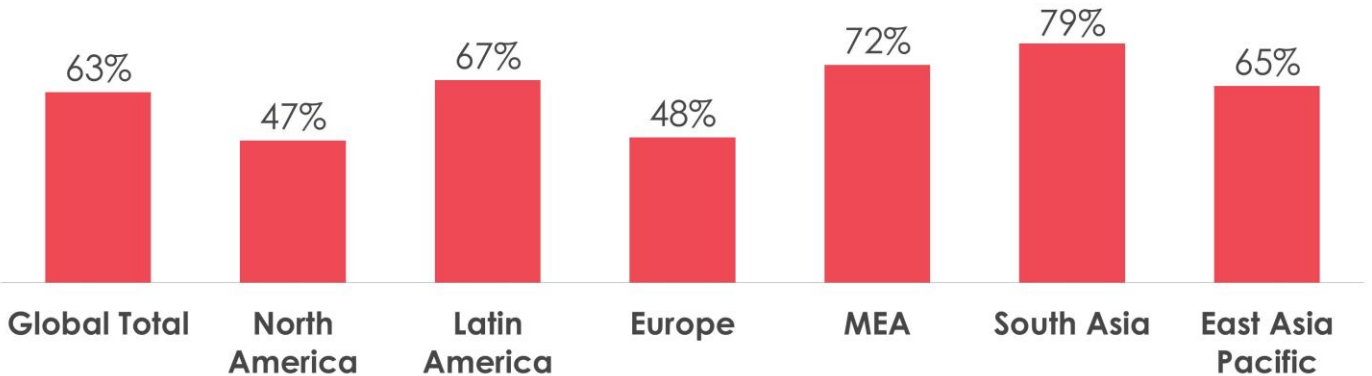
I accept scientific and technical improvements to foods and beverages if they provide benefits I want

57%

Processed foods/beverages can be made healthier

ACCEPTANCE OF FOOD SCIENCE BENEFITS AROUND THE WORLD

I accept scientific and technical improvements to foods and beverages if they provide benefits I want



WHICH BENEFITS DRIVE FOOD SCIENCE ACCEPTANCE?

How acceptable would you find an ingredient you don't recognize if it could improve the product in the following ways? (Extremely/Very Acceptable)

