

TECH NEED

Positive Nutrition And Functional Ingredients



KEY INFORMATION

TECHNOLOGY CATEGORY:
Foods - Ingredients

TECHNOLOGY READINESS LEVEL (TRL): **TRL6 TO TRL9**

COUNTRY: **SINGAPORE**

ID NUMBER: **TN174406**

BACKGROUND/DESCRIPTION

The company offers a broad range of delicious, high-quality snacks – from indulgent bites to wholesome bars. This is to ensure their variety offered keeps satisfying the diverse needs of millions of consumers around the world. In recent years, more emphasis has been placed on well-being, which involves a broader, more holistic approach on one's emotional and functional needs. Therefore the need need for continuous innovation, renovation and extension of their range of snacks to satisfy consumers' current and changing well-being needs.

They are keen to explore new ingredient technologies across different wellbeing dimensions that can contribute to the overall physical and mental health of their consumers. Ingredients that can support fortification, functionality or positive nutritional benefits are of interest.

TECHNOLOGY SPECIFICATION

- Ingredients that boost health credentials - health (hard and/or soft) claims for metabolic markers, immunity, gut health, cognitive performance, edible beauty, etc;
- Ingredient technologies that enable the reduction of sodium, sugar, saturated fat
- Applicability to mainstream product matrices (e.g. biscuits, chocolate, confectionary, beverages);
- Suitable to use in different geographies (regulations)
- Preference for consumer-friendly ingredients (labelling)
- Preference will be for commercially available / ready to deploy solutions

WHAT WE ARE NOT INTERESTED IN

- Commercially available ingredients from large vendors
- Treatment of specific disease states / medical conditions

PREFERRED BUSINESS MODEL

- Licensing
- Others
- R&D Collaboration