

The Grocer

Focus On: Functional Foods

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A pregnancy-aiding RTD beverage. Brain-boosting coffee. And dollops of fibre and protein. Food and drink makers have been squeezing nutrients into an ever-expanding array of food and drink. Some innovation is to get an edge over rivals. Some is to get positive points under the government's high fat, sugar and salt (HFSS) rules. And other times you wonder if it's just because they can. So what is happening on the cutting edge of functional food innovation? What impact have the HFSS rules had now that implementation is imminent? And how is it affecting retail ranges and sales?

Nutrients: Which nutrients are proving most ripe for adding to food and drink? And what are consumers looking for when it comes to a better nutritional profile?

Categories: Fibre can be added to the likes of bread and breakfast bars, while protein is often put into a drink for a big hit before or after the gym. Which types of food and drink are seeing the most impressive functional innovation?

Nootropics: Sometimes called cognitive enhancers, nootropics are an emerging and contested addition to food and drink. Advocates say they improve brain function; critics disagree. What's the state of play in the British market?

HFSS: Adding positive nutrients to products can improve their HFSS scores, allowing them to avoid restrictions. How much of a role has this played in functional benefits innovation?

Innovations: We will profile 4 new products or ranges that have ideally not appeared in The Grocer before. We need launch date, rsp, and a hi-res picture of each