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PaperTitle **Custom Designed Nutrient Systems As A Practical Approach To Fortification**

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ABSTRACT

With the business of functional foods and ingredients estimated at nearly \$78 billion globally, food fortification is clearly an effective way to strategically target specific consumer groups - from athletic seniors to diabetics to individuals with heart conditions, etc. - with foods, beverages and multivitamins. Though a simple concept in theory, this requires an in-depth understanding of the target market, the chemical and physical properties of each ingredient used, and the potential negative interactions caused by blending nutrients and other ingredients. The main focus of this Web presentation is to help you design successful products that will drive sales while meeting the needs of the growing number of consumers who are looking to manage their health through the foods they buy.