Editors Award for Functional Food Innovation

Does your entry relate to an ingredient (either a single nutrient or blend - that is sold B2B and used in the formulation of finished products like supplements and functional foods)

Does your entry relate to a finished / consumer product (a nutritional solution that is sold to consumers - either directly or through retail channels)

Does your entry relate to something else (this could be a research project, a delivery mechanism, a packaging innovation, a person - or anything else that fits one of our awards but is not a product or ingredient)

What is your product or innovation? Describe what the innovative part of your entry is, and how it fits into a commercialised product.*

What genuine consumer demand, public health concern or nutritional issue does your innovation set out to address?*

How does your innovation provide a unique nutritional solution to this consumer need or problem? (Please use non-technical language in this section and keep answers brief, you may provide further details and references to studies in the next questions. *)

Please provide a short overview of the main evidence in no more than 400 words. *
You may also supply up to five links to peer reviewed primary research within text below or upload pdfs.

Where applicable, please provide examples of finished product applications, and consumer demand.*

Give detail of commercial success and engagement from your core target market(s).

Where possible give numbers and examples of sales and applications that are available in the market. *

What gives your innovation the ‘X factor’ – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). *

Why should you win this award? In no more than 200 words, provide a succinct overview of what makes your innovation the best. Summarise the key points of why you should win! *