NEWS | EVENTS

FICCI webinar on Reformulation Towards Calorie Reduction: Understanding Consumer Behavior Around Healthy Lifestyle

FICCI under its Centre for Nutritional Excellence is organizing a series of webinar on "Future of Nutrition - Exploring the Health and Wellness benefits in the Food Ingredients ecosystem". After the success of the three webinars in the planned series, FIC

By **Pooja Yadav** | October 27, 2020



ficci-webinar-on-reformulation-towards-calorie-reduction-understanding-consumer-behavior-around-healthy-lifestyle

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The objective is to understand the emerging trends in consumer behavior towards calorie reduction

FICCI under its Centre for Nutritional Excellence is organizing a series of webinar on "Future of Nutrition - Exploring the Health and Wellness benefits in the Food Ingredients ecosystem". After the success of the three webinars in the planned series, FICCI is gearing up for the fourth webinar on 'Reformulation Towards Calorie Reduction: Understanding Consumer Behavior Around Healthy Lifestyle' which is being scheduled for 9th November 2020 from 1100-1230 hrs.

With the increasing consumer awareness about the consumption of sugar and shifting of the consumer trend towards healthier lifestyles & fitness, there is a need to explore the alternatives of the sugar replacement. However, sugar reduction is far more challenging than 'just taking the sugar out' as they contribute to other functional roles apart from influencing taste. Commonly known as 'table sugar', sugar plays several important roles in food. While providing sweetness is one of them, sugar can enable food preservation by binding water in products such as jams, jellies and cured hams, apart from contributing to the colour in baked goods and textural properties in frozen desserts and other food products.

Hence, the objective of this webinar session is to explore and understand the emerging trends in the consumer behavior towards calorie reduction & fitness and also to explore the alternatives for the sugar replacement.

Link for registration: https://forms.gle/vFGdyANTxDQwcYy76

Read online: https://nuffoodsspectrum.in/news/32/16590/ficci-webinar-on-reformulation-towards-calorie-reduction-understanding-consumer-behavior-around-healthy-lifestyle.html
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