



Innovation and Renovation: Successes and Challenges – A Global Industry Perspective

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Advances in nutritional science continue to demonstrate attractive opportunities for the improvement of diet and health for today's consumer. These advances oftentimes suggest a reduction in certain food components and/or the addition of ingredients that provide for enhanced nutrition. Previous food product development efforts to incorporate these changes have fallen short in terms of consumer acceptance because of limitations of food technology to deliver products with high consumer acceptance (sensory, affordability or both). Continue innovation is critical to fill these gaps, meet or exceed consumer expectations and grow. Recent advances in food ingredient development will be described that provide solutions addressing these previous "acceptability shortfalls". Examples of innovative strategies for food application development, that use complimentary ingredients and processing techniques, hold promise to provide more successful nutritious market offerings. The approach via in house innovation and open innovation will be discussed.