

Functional Food Product Development

From Wiley-Blackwell

Download now

Read Online →

Functional Food Product Development From Wiley-Blackwell

According to an August 2009 report from PricewaterhouseCoopers, the United States market for functional foods in 2007 was US\$ 27 billion. Forecasts of growth range from between 8.5% and 20% per year, or about four times that of the food industry in general. Global demand by 2013 is expected to be about \$100 billion. With this demand for new products comes a demand for product development and supporting literature for that purpose. There is a wealth of research and development in this area and great scope for commercialization, and this book provides a much-needed review of important opportunities for new products, written by authors with in-depth knowledge of as yet unfulfilled health-related needs.

This book addresses functional food product development from a number of perspectives: the process itself; health research that may provide opportunities; idea creation; regulation; and processes and ingredients. It also features case studies that illustrate real product development and commercialization histories.

Written for food scientists and technologists, this book presents practical information for use in functional food product development. It is an essential resource for practitioners in functional food companies and food technology centres and is also of interest to researchers and students of food science.

Key features:

- A comprehensive review of the latest opportunities in this commercially important sector of the food industry
- Includes chapters highlighting functional food opportunities for specific health issues such as obesity, immunity, brain health, heart disease and the development of children. New technologies of relevance to functional foods are also addressed, such as emulsion delivery systems and nanoencapsulation.
- Includes chapters on product design and the use of functional ingredients such as antioxidants, probiotics and prebiotics as well as functional ingredients from plant and dairy sources
- Specific examples of taking products to market are provided in the form of case studies *e.g.* microalgae functional ingredients
- Part of the *Functional Food Science and Technology* book series (Series Editor: Fereidoon Shahidi)

 [Download Functional Food Product Development ...pdf](#)

 [Read Online Functional Food Product Development ...pdf](#)

Functional Food Product Development

From Wiley-Blackwell

Functional Food Product Development From Wiley-Blackwell

According to an August 2009 report from PricewaterhouseCoopers, the United States market for functional foods in 2007 was US\$ 27 billion. Forecasts of growth range from between 8.5% and 20% per year, or about four times that of the food industry in general. Global demand by 2013 is expected to be about \$100 billion. With this demand for new products comes a demand for product development and supporting literature for that purpose. There is a wealth of research and development in this area and great scope for commercialization, and this book provides a much-needed review of important opportunities for new products, written by authors with in-depth knowledge of as yet unfulfilled health-related needs.

This book addresses functional food product development from a number of perspectives: the process itself; health research that may provide opportunities; idea creation; regulation; and processes and ingredients. It also features case studies that illustrate real product development and commercialization histories.

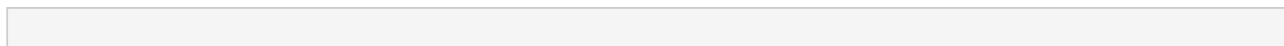
Written for food scientists and technologists, this book presents practical information for use in functional food product development. It is an essential resource for practitioners in functional food companies and food technology centres and is also of interest to researchers and students of food science.

Key features:

- A comprehensive review of the latest opportunities in this commercially important sector of the food industry
- Includes chapters highlighting functional food opportunities for specific health issues such as obesity, immunity, brain health, heart disease and the development of children. New technologies of relevance to functional foods are also addressed, such as emulsion delivery systems and nanoencapsulation.
- Includes chapters on product design and the use of functional ingredients such as antioxidants, probiotics and prebiotics as well as functional ingredients from plant and dairy sources
- Specific examples of taking products to market are provided in the form of case studies *e.g.* microalgae functional ingredients
- Part of the *Functional Food Science and Technology* book series (Series Editor: Fereidoon Shahidi)

Functional Food Product Development From Wiley-Blackwell Bibliography

- Sales Rank: #2108740 in Books
- Published on: 2010-06-28
- Original language: English
- Number of items: 1
- Dimensions: 9.90" h x 1.18" w x 7.20" l, 2.60 pounds
- Binding: Hardcover
- 528 pages



 [Download Functional Food Product Development ...pdf](#)

 [Read Online Functional Food Product Development ...pdf](#)

Editorial Review

Review

“It will also be of interest to researchers and food science students.” (*South African Food Science And Technology*, 1 May 2012)

From the Back Cover

Functional Food Product Development

Special features:

- A comprehensive review of the latest opportunities in this commercially important sector of the food industry
- Includes chapters highlighting functional food opportunities for specific health issues such as obesity, immunity, brain health, heart disease and the development of children. New technologies of relevance to functional foods are also addressed, such as emulsion delivery systems and nanoencapsulation
- Includes chapters on product design and the use of functional ingredients such as antioxidants, probiotics and prebiotics, as well as functional ingredients from plant and dairy sources
- Specific examples of taking products to market are provided in the form of case studies, e.g. microalgae functional ingredients

According to an August 2009 report from PricewaterhouseCoopers, the United States market for functional foods in 2007 was US\$ 27 billion. Forecasts of growth range from between 8.5% and 20% per year, or about four times that of the food industry in general. Global demand by 2013 is expected to be about \$100 billion. With this demand for new products comes a demand for product development and supporting literature for that purpose. There is a wealth of research and development in this area and great scope for commercialization, and this book provides a much-needed review of important opportunities for new products, written by authors with in-depth knowledge of as yet unfulfilled health-related needs.

The book addresses functional food product development from a number of perspectives: the process itself, health research that may provide opportunities, idea creation, regulation, and processes and ingredients. It also features case studies that illustrate real product development and commercialization histories. Written for food scientists and technologists, the book presents practical information for use in functional food product development. It is intended for use by practitioners in functional food companies and food technology centres, and will also be of interest to researchers and students of food science.

About the Author

Dr Jim Smith is Executive Director of Prince Edward Island Food Technology Centre, Charlottetown, Canada. He is the co-author of *Blackwell's Food Additives Data Book* and editor of *Technology of Reduced Additive Foods*.

Users Review

From reader reviews:

Jerry Gavin:

What do you about book? It is not important together with you? Or just adding material when you really need something to explain what you problem? How about your spare time? Or are you busy man or woman? If you don't have spare time to do others business, it is make you feel bored faster. And you have time? What did you do? Everybody has many questions above. They should answer that question simply because just their can do this. It said that about book. Book is familiar in each person. Yes, it is right. Because start from on guardería until university need this particular Functional Food Product Development to read.

Melissa Sanders:

Here thing why that Functional Food Product Development are different and reputable to be yours. First of all reading a book is good however it depends in the content of computer which is the content is as delicious as food or not. Functional Food Product Development giving you information deeper and different ways, you can find any guide out there but there is no guide that similar with Functional Food Product Development. It gives you thrill looking at journey, its open up your personal eyes about the thing in which happened in the world which is perhaps can be happened around you. It is easy to bring everywhere like in recreation area, café, or even in your way home by train. When you are having difficulties in bringing the printed book maybe the form of Functional Food Product Development in e-book can be your alternate.

Martha Robertson:

Guide is one of source of understanding. We can add our information from it. Not only for students but in addition native or citizen need book to know the upgrade information of year to be able to year. As we know those publications have many advantages. Beside all of us add our knowledge, may also bring us to around the world. From the book Functional Food Product Development we can take more advantage. Don't you to definitely be creative people? To get creative person must choose to read a book. Just choose the best book that suitable with your aim. Don't end up being doubt to change your life by this book Functional Food Product Development. You can more inviting than now.

Flora Godfrey:

Reading a book make you to get more knowledge from that. You can take knowledge and information coming from a book. Book is published or printed or outlined from each source that will filled update of news. With this modern era like now, many ways to get information are available for you actually. From media social similar to newspaper, magazines, science book, encyclopedia, reference book, new and comic. You can add your understanding by that book. Are you ready to spend your spare time to open your book? Or just looking for the Functional Food Product Development when you desired it?

Download and Read Online Functional Food Product Development

From Wiley-Blackwell #6N9BOJU0KRL

Read Functional Food Product Development From Wiley-Blackwell for online ebook

Functional Food Product Development From Wiley-Blackwell Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Functional Food Product Development From Wiley-Blackwell books to read online.

Online Functional Food Product Development From Wiley-Blackwell ebook PDF download

Functional Food Product Development From Wiley-Blackwell Doc

Functional Food Product Development From Wiley-Blackwell Mobipocket

Functional Food Product Development From Wiley-Blackwell EPub

6N9BOJU0KRL: Functional Food Product Development From Wiley-Blackwell