



## PIVOTAL ASSESSMENT OF THE EFFECTS OF BIOACTIVES ON HEALTH AND WELLBEING. FROM HUMAN GENOMA TO FOOD INDUSTRY

### Introduction to the PATHWAY-27 integrated Guidelines for food industry/SMEs

Health claims can be important drivers of product development and they can have an impact on which food products consumers will choose.

Products with this 'added value' can be attractive to consumers who see them as healthier, and their novelty allows manufacturers to gain a greater profit margin than from a 'commodity' product.

The question for food businesses is: Why is a product intended to bear a health claim worth developing? This question should be answered at all steps of product development, i.e. from idea generation to market launch, while bearing in mind the EU regulatory requirements.

The proposed integrated Guidelines for food industry/small and medium-sized enterprises (SMEs) offer a structured product development approach addressing all aspects that SMEs and their suppliers of material, knowledge and related services should consider when designing products for health claim application in Europe. The Guidelines cover:

- detailed description on the development process of products for health claim application highlighting the importance of standardized composition and low variability of each product parameter (particularly the concentration of the food constituent);
- the aspects of the characterisation of the food/constituent;
- food safety assessments of the product for health claim application;
- manufacturing ability;
- financial feasibility;
- sensory analysis methods for product acceptability testing;
- selection and verification of health claims to prepare scientific substantiation;
- dossier development;
- intellectual property rights in health claims;
- market and product launch concepts.

**Further information:** <http://www.pathway27.eu/>

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