

# PLANT-BASED ENRICHED PRODUCTS

## Consumer and company perspective

“Protein” is a buzzword for the past several years. New protein-enriched products are invading the supermarket shelves, and almost turning into a category in itself alongside conventional everyday products, targeting image- and health-focused consumers. Non-animal-based protein sources are gaining in popularity while consumers are rebalancing their diet with plant-based protein options. Innovative, value-added, and new plant-based protein formats can create new market opportunities and further this growth. Given the trends in protein, question is: **Are you exploiting this opportunity?**

The Food Network seminar and workshop explores opportunities of plant-based protein-enriched products from consumer and company perspective.

**April 25th 9:00 - 16:00**

**Aarhus University** meeting room 1  
Conference centre, Fredrik Nielsens Vej,  
8000 Aarhus C (at Stakladen)

**Free Seminar**

REGISTRATION  
DEADLINE  
APRIL 18TH 2018

VIFU@VIFU.NET  
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# PROGRAM

## April 25th 8.30 – 16.00

08.30 - 09.00 **Breakfast and registration**

09.00 - 09.10 **Welcome**

Dorthe Trabjerg Hansen and Anni Simonson, FoodNetwork, Denmark

## 9.10 - 12.00 Seminar

09.10 - 09.35 **Consumer perspective on plant-based protein products**

Klaus Grunert, MAPP Centre, AU, Denmark

09.35 - 10.00 **Food technology perspective: Extraction of plant proteins and in particular proteins from oat, challenges and opportunities**

Nesli Sozer, VTT, Finland

10.00 - 10.25 **Product development – from the food technology perspective**

Denisa Duta, IBA, Romania

10.25 - 10.45 **Coffee Break**

10.45 - 11.10 **Functionality of oat proteins: opportunities for a broad range of products**

Monika Brückner-Gühmann, TUB, Germany

11.10 - 11.35 **Development of the oat protein biscuits**

Jussi Loponen, Fazer, Finland

11.35 - 12.00 **Consumer acceptance of plant protein-enriched products**

Marija Banovic, MAPP Centre, AU, Denmark

## 12.00 - 13.00 Lunch

13.00 - 15.00 **Ideation process - Creation of new ideas (participants and presenters)**

15.00 - 15.30 **Appointments/separate meetings Q&A with presenters**

## 15.30 - 16.00 Coffee and end of the meeting

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