

Role of Functional Beverages for Consumer Choices

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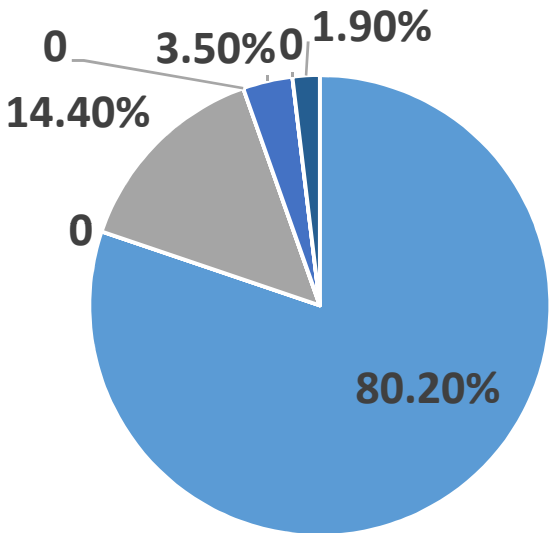


Todays Topics

- ❖ **Beverage Opportunity**
- ❖ **Functional Beverage & Key Drivers**
- ❖ **Beverage Platforms**
- ❖ **Functional Beverage Landscape**
- ❖ **Right Design & Communications**
- ❖ **Regulatory Framework & Beverage Innovations**
- ❖ **Wayforward**

The Beverage opportunity in India

Beverage Landscape in India



■ Water ■ Non RTD ■ NARTD ■ Alcoholic Beverages



NON RTD

Dairy

14%

Tea (70%)

Unpackaged juice

16%



Non Alcoholic RTD

Packaged water

62%

Carbonated beverage

20%

Packaged juice drinks

7%

Packaged dairy

7%



What do you call as Functional Beverage

Functional Beverage :

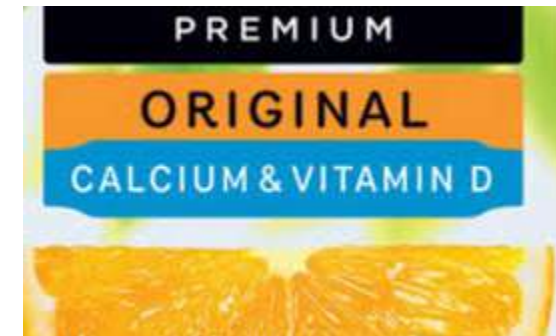
A Non- alcoholic beverage that is designed to provide nutrients to deliver “**an additional physiological benefit that may promote health or prevent diseases**”.



The idea is not new – “Hippocrates wrote 2400 years ago “Let food be thy medicine and medicine be thy food”

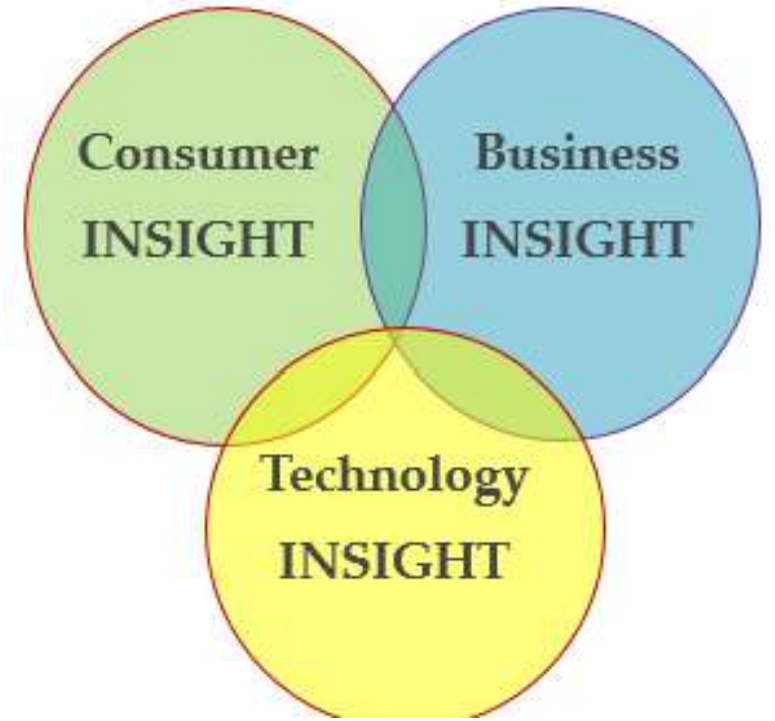
Can be home –made or pre-packaged

- ❖ Made at home – Nimbupani with added traditional ingredients (black pepper, ginger, mint, amla)
- ❖ Milk with haldi, ginger
- ❖ Fortified pre-packaged beverages – Fortified juice, Vitamin Water, Value added Dairy and so on



Consumers are the driving forces

- Consumer demand evolving-Fast paced lifestyle
- Aging populations
- Rapidly rising health costs- Focus on Prevention
- Lifestyle related diseases on the rise
- Self decisions/Information boom/social media awareness
- Process Innovation/New Technology



Mega-trends : What is the consumer looking for?

‘Health awareness’

1. More information available
2. More evidence for claims
3. Natural/organic
4. Vegetarian

‘One-stop nutrition’

→ fast but nutritious

‘The time factor’

1. Snacking & grazing
2. ‘Heat & serve’
3. Meal assembly

‘Guilt-free indulgence’

→ Healthy without compromising on taste & texture

‘The sensory experience’

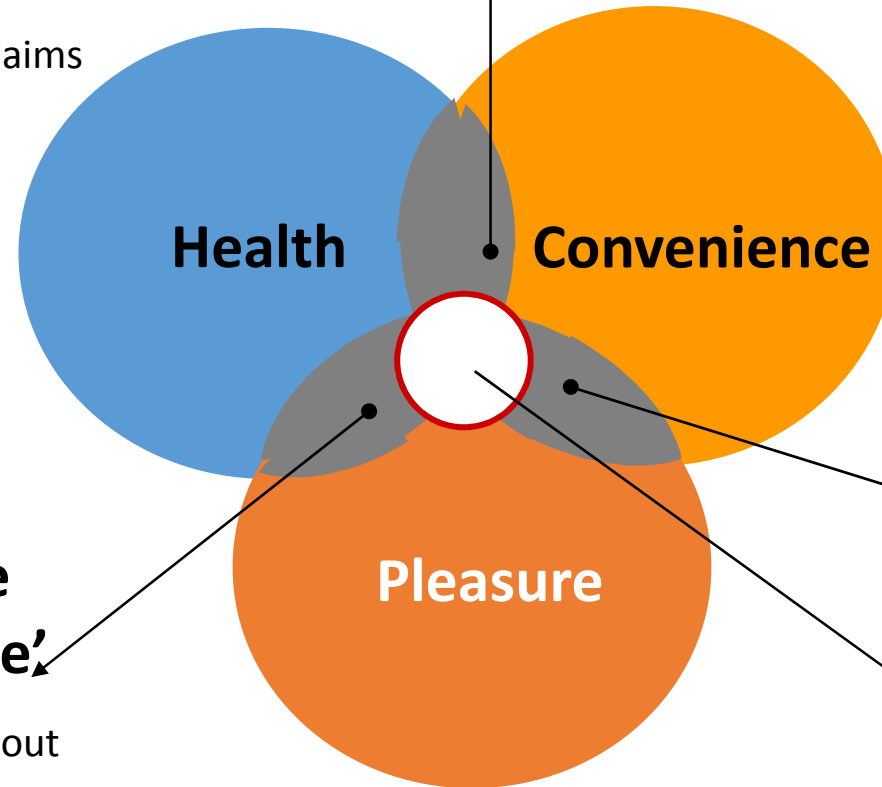
1. Indulgent & premium
2. New flavors
3. More variety & entertainment

‘Convenience plus’

→ Convenience with quality and entertainment value

‘The occasion’

Choosing a product to complement the occasion



Functional Benefits Platforms -----

- ☐ General Health
 - ☐ Heart health/Bone Health
 - ☐ Gut health
 - ☐ Immune function
 - ☐ Mental & Physical performance
 - ☐ Sports Performance
 - ☐ Obesity & Diabetes Management
 - ☐ Oral and dental care
 - ☐ Health Condition – like Anemia



How to identify and develop a successful functional beverage ?

Consumer Benefits at the heart

Golden rule: a successful Functional Beverage has a

- clearly defined target group and health benefit
- meets 4 consumer demands:
 - Good Taste
 - Convenience
 - Clear message/Non misleading
 - Acceptable price

**Functional Breakfast Products Meet
Demands of On-The-Go Lifestyles**



Functional Beverage landscape

- ***Juices/Juice Drinks***

- Fortified Juices – Vitamins/Minerals/Essential Fatty acids/Herbal extracts
- Juice of Super Fruits – Amla/Berries – Polyphenols/Flavonoids
- Juices for intended Health application/Target Age Group – Juices with phytosterol for heart health.



- ***Dairy drinks***

- Fortified Dairy – Vitamins/Low fat milk
- Fermented Dairy with probiotic benefits
- Protein enriched offerings



Functional Beverage landscape

- ***Sports Drinks/Isotonic drinks/Enhanced waters***

- Electrolytes for fortification – Replenishment
- Carbohydrates /Glucose for Instant Energy
- Protein/Amino acids fortified

- ***Ready to drink Tea***

- Rich in Antioxidants –Health protection/Good for skin
- Fortified with herbal extracts-use of rich tradition of Ayurveda ingredients in India
- Fusion of Tea & fruits (super fruits)

- ***Plant Protein based beverages***

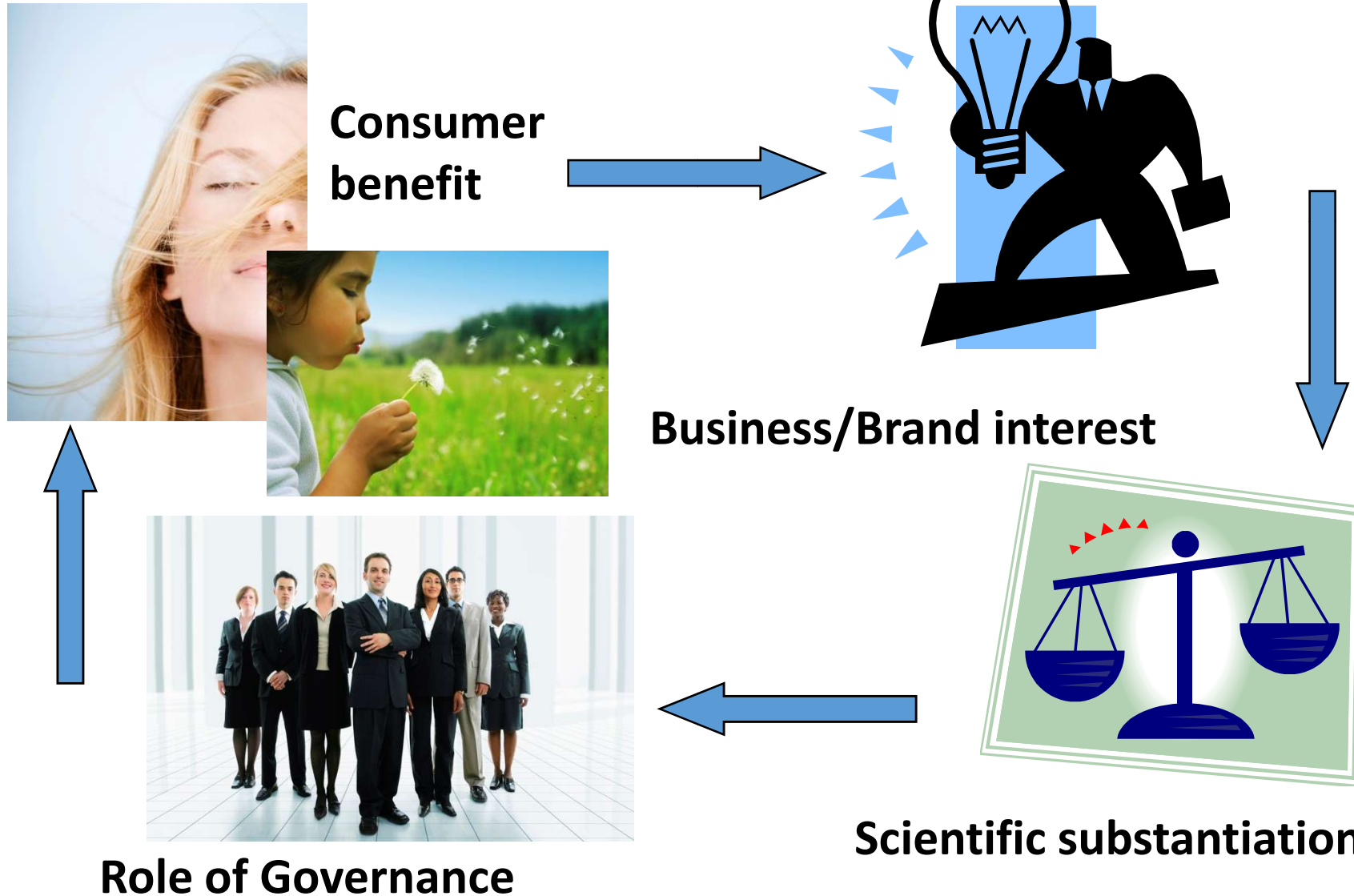
- beverages made from nuts, soybeans, legumes, and seeds
- almonds, hazelnuts, cashews, walnuts, macadamias, pistachios, coconut, grains (rice, oats, barley), chia, flaxseed etc as currently trending plant-based-beverage components



Right Design of Functional Beverage

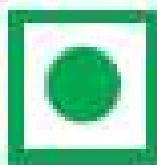
- ❑ **Choosing the Right Beverage Matrix** – Juice/Dairy/Water based/Plant based
- ❑ **Nutrients for Functional Benefits/Need States** – Vitamins/Minerals/Dietary Fibres/Proteins/Antioxidants
- ❑ **Matrix + Nutrient Compatibility & delivery** - Dietary Fibre in Juices, Minerals & Glucose in a water based hydration beverage, Dairy with Vitamin D
- ❑ **Dosage and Bioavailability** – Adding the Nutrients at a dietary significant dosage , choosing ingredients/nutrients for better bioavailability – like Vitamin C with Iron, Calcium with Vitamin D

Innovation in Product Positioning through sustainable communications



Helping consumers choose the right beverages for their life style, life stage and/or the need state

Clear, accurate
Ingredient
statements



Sterilised - Homogenised Flavoured
Toned Milk
Ingredients: Toned Milk, Milk Solids, Sugar.
CONTAINS PERMITTED SYNTHETIC FOOD COLOURS (110 & 102) AND ADDED ALMOND FLAVOURS
(NATURE-IDENTICAL FLAVOURING SUBSTANCES).

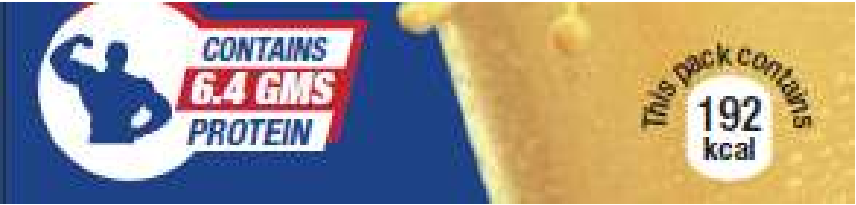
Nutrition facts
Must be
Truthful, not
misleading

Nutrition Facts (Typical values per 100ml)

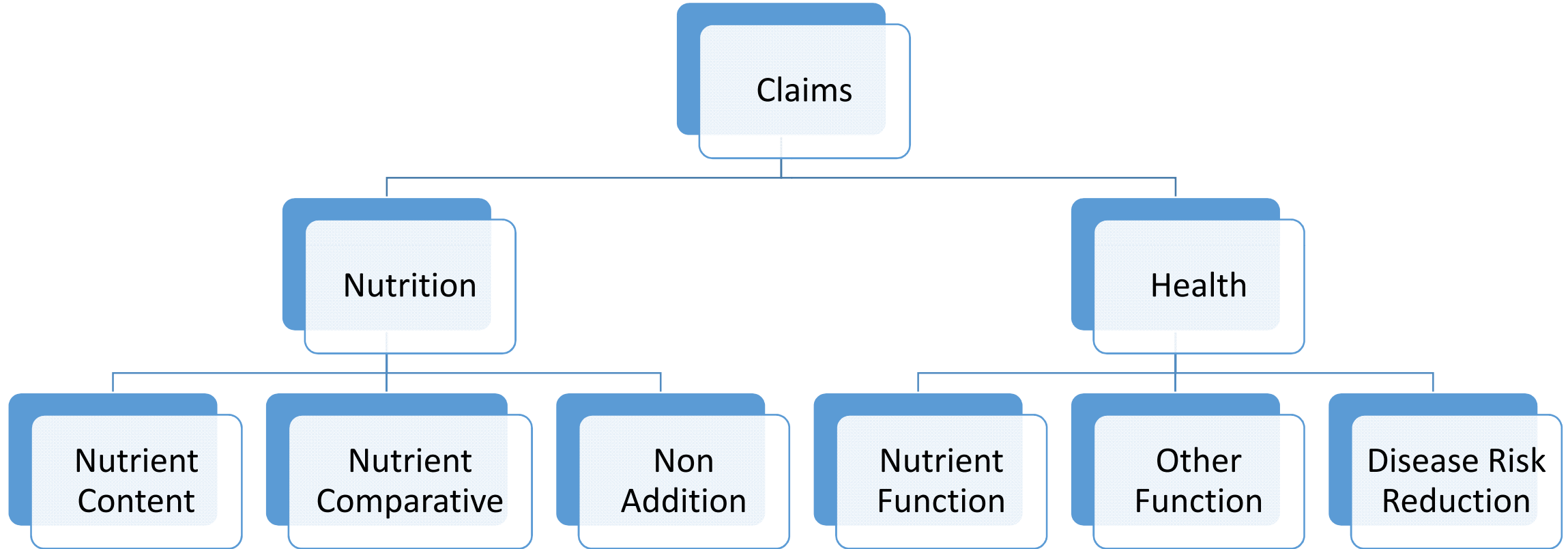
96kcal ENERGY	13.4g CARBOHYDRATE	8.5g SUGAR
3.2g PROTEIN	3.3g TOTAL FAT	108mg CALCIUM

Total trans fat content not more than 0.1 % by weight
Total saturated fat content not more than 2.4 % by weight

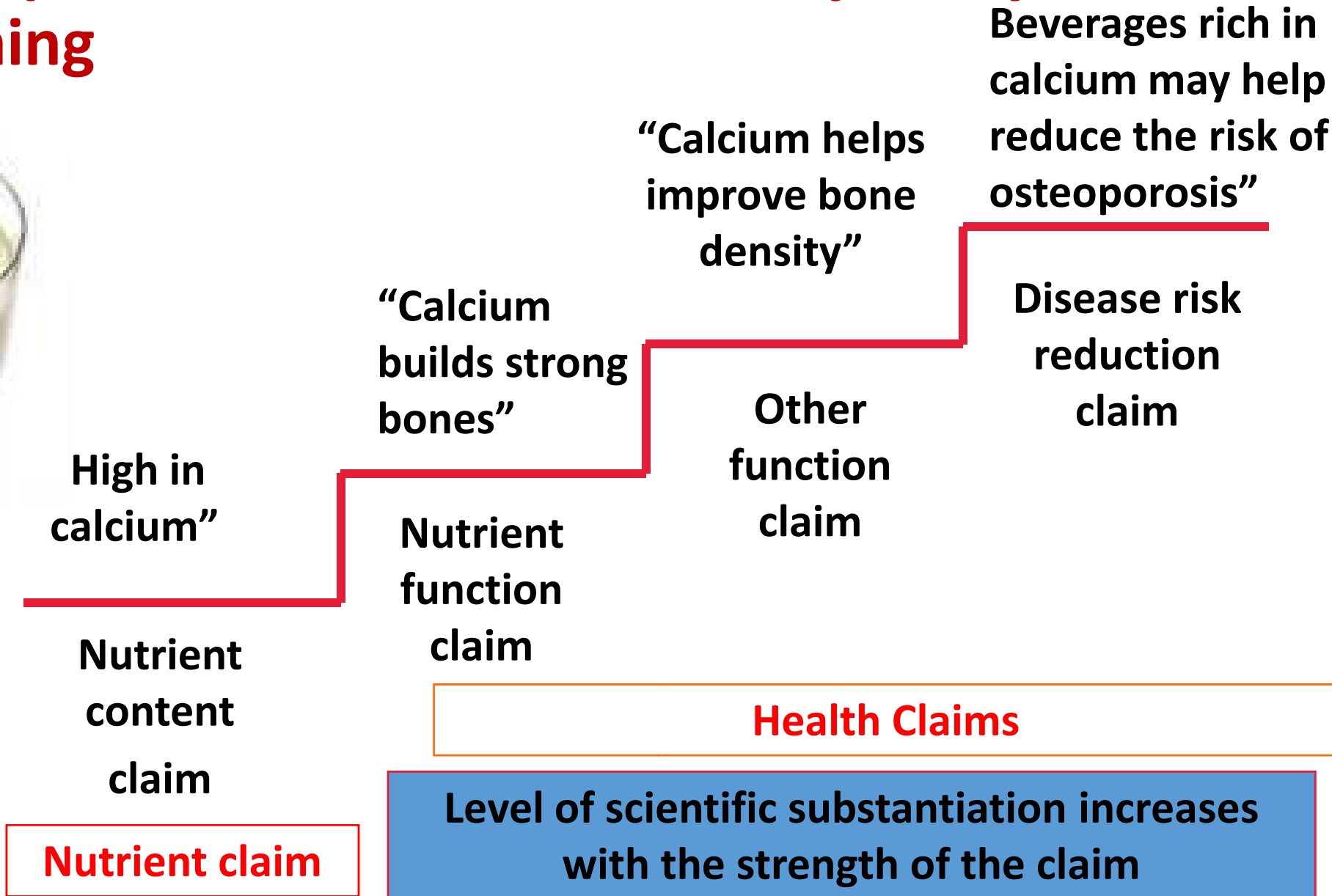
Claims – solely based on
Science and Evidence



Claims Framework – Global Guidelines



An example case – Calcium claim Trajectory – sustainable positioning



Regulatory Framework in India

- Food Safety and Standards Authority of India – Harmonization of regulation has been the major focus

- ✓ Food Additive Harmonization
- ✓ Nutraceutical regulation
- ✓ Import Regulation
- ✓ Claims and Advertising regulation

Enables Food Manufacturers to innovate into newer product offerings with portfolio diversification



Journey of Product Diversification – Beverage for Life

Coca-Cola India

A TOTAL BEVERAGE COMPANY

COFFEE & TEA

Georgia

Coffee & Tea
that's hot, cold,
iced or flavoured



DIETS AND LIGHTS

Great taste with
zero sugar



MIXERS

Schweppes
& Kinley
Crisp & refreshing
mixers



HYDRATION



VALUE ADDED DAIRY

Vio flavoured milk
Ready-to-drink
flavoured milk with
real protein



COCONUT WATER

Zico

Coconut water with
essential minerals and
no added sugar



ICED TEA

Fuze Tea

A fusion
of tea
and fruit
flavours



READY TO SERVE JUICE BEVERAGE

Made from
fruits of India



SPARKLING DRINKS

Your favourite
bubbly beverages



CAFFEINATED BEVERAGE



CARBONATED FRUIT BEVERAGE



THE CHOICES YOU MAKE ARE THE CHOICES WE MAKE

Classified - Confidential



From just **1 juice brand** in 2007, we have expanded out juice portfolio to have more than **12 variants-** and the journey continues!

Clinically proven to deliver health benefits in school going children

Rich in Iron

Balancing Efficacy with Great Taste

DELICIOUS NOURISHING DRINK

Helps Support Normal Stamina, Supports a Healthy Immune System.

Fortified with **7** Vital Micro-nutrients

IRON	VIT A	FOLIC ACID	VIT B2	VIT B12	ZINC	VIT C
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Data for School going children (6-12 years) after consuming Vitingo for 60 days

IRON DEFICIENCY REDUCED BY	ANEMIA REDUCED BY	VITAMIN C DEFICIENCY REDUCED BY
42% ↓	18% ↓	21% ↓

ORIGINAL ARTICLE

Efficacy of a multi micronutrient-fortified drink in improving iron and micronutrient status among schoolchildren with low iron stores in India: a randomised, double-masked placebo-controlled trial

P Thankachan¹, S Selvam¹, D Surendran¹, S Chellan¹, M Pauline¹, SA Abrams² and AV Kurpad¹

BACKGROUND/OBJECTIVES: A multiple micronutrient-fortified drink could be an effective strategy to combating micronutrient deficiencies in school going children. To assess the efficacy of a multiple micronutrient-fortified drink in reducing iron deficiency (ID), ID anemia (IDA), anemia and improving micronutrient status among schoolchildren with low iron stores. The study employed a school-based, randomized, double-blind, placebo-controlled design.

SUBJECTS/METHODS: Schoolchildren with low serum ferritin (SF < 20 µg/l) (n = 246), aged 6–12 years were randomly assigned to receive either a multi-micronutrient fortified or an unfortified identical control drink. The drinks were provided 6 days/week for 8 weeks. Anthropometric and biochemical assessments were taken at baseline and endline.

RESULTS: Study groups at baseline were comparable, and compliance to the intervention was similar. The overall prevalence of ID, IDA and anemia was 64%, 19% and 24%, respectively. The prevalence of ID, IDA, vitamin C and vitamin B₁₂ deficiencies significantly reduced by 42%, 18%, 21% and 5%, respectively, in the intervention arm (P < 0.01) as compared with the control arm at the end of the study. Similarly, the concentration of hemoglobin, SF, vitamin A, vitamin B₁₂, vitamin C and body iron stores were significantly higher in the intervention arm in comparison to the control arm (P < 0.001). Red cell folate levels also improved significantly in the intervention arm (P = 0.04), however, serum zinc status did not change in either of the study arms. Children who had received the fortified drink had significantly lower odds of being ID (0.15; 95% confidence interval (CI): 0.09–0.27), IDA (0.14; 95% CI: 0.04–0.52), vitamin B₁₂ deficient (0.36; 95% CI: 0.18–0.73) and vitamin C deficient (0.24; 95% CI: 0.13–0.46), after adjusting for baseline age, gender and weight.

CONCLUSIONS: The multi micronutrient-fortified drink was efficacious in reducing the prevalence of ID, IDA, vitamin C and vitamin B₁₂ deficiency and improved micronutrient status in schoolchildren.

European Journal of Clinical Nutrition advance online publication, 12 December 2012; doi:10.1038/ejcn.2012.188

Keywords: fortification; micronutrients; children; iron deficiency; iron deficiency anemia; anemia

European Journal of Clinical Nutrition (2012), 1–6
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www.nature.com/ejcn



Way forward

- Functional Beverage delivery linked with **Public Health needs**
- **Public-Private Partnership-** Regulation Advocacy/Research needs
- **Scientific Substantiation** of Claims – Clinical study on need basis
- **Availability, Accessibility, Affordability** in the Supply Chain
- Continuous **Consumer Education and Communication**

Thank You

