

# REVAMPING TRADITIONAL INGREDIENTS IN ONE INNOVATIVE PRODUCT WITH HEALTH BENEFITS

G. Berechet<sup>1\*</sup>

<sup>1</sup>Faculty of Animal Production Engineering and Management,  
University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania  
\*e-mail: : gabriela.berechet@usamv.ro

## **Abstract**

*Sweet products will always hold a place as indulgent treats, and recent tax hikes of over 10% on sugars will impact consumers' behavior. Modern consumers are increasingly aware of the health benefits of foods, which nutritionists often tout as superfoods. Functional products, in particular, are foods or ingredients that offer health benefits, aiding in disease prevention or treatment. Some market studies in recent times show that consumers are more and more aware of the health benefits of prebiotics at the same time they are sensitive to taste and price. While selecting the ingredients as sources of prebiotics, it has been found that they were often chosen not necessarily for their nutritional value or health benefits, which was often insufficiently researched, but as substitutes for luxury items like coffee, cocoa, and their derivatives such as instant coffee and chocolate. Previous research on selected ingredients highlights their significant nutritional properties that contribute to overall health. This study aims to develop a product based on instant chicory, oatmeal, and a non-sweetened jam of plums(PGI) that combines functional benefits.*

**Key words:** health-conscious sweets; functional products, healthy ingredients, food design