

**Functional Foods '97 – the consumer, the products
and the evidence**

Venue: Wye College, University of London, Wye, Kent

Date: 2 - 4 April 1997

This conference, organized jointly by the British Nutrition Foundation and the Royal Society of Chemistry Food Group, will bring together academic research, product development and market research to review critically three areas concerning the potential role of functional foods in improving human health:

- i. the evidence for the benefit of physiologically functional ingredients,
- ii. the challenges of incorporating such ingredients into products in physiologically relevant amounts,
- iii. consumer attitudes and what consumers want.

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Late submission of abstracts in the three key areas may be accepted. Please contact Michele Sadler for further information and an abstract form.