Agriculture and Agri-Food Canada | Agriculture et Agroalimentaire Canada

Canada

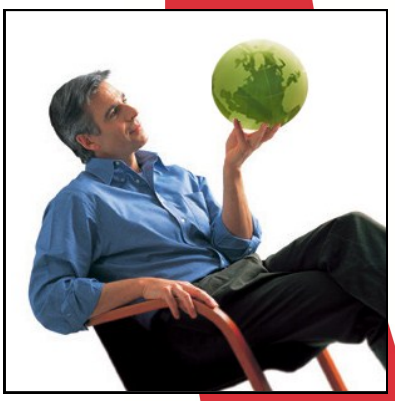
International Markets Bureau

MARKET INDICATOR REPORT | FEBRUARY 2013

Fortified/Functional Foods and Beverages in Brazil

Source: *Mintel, 2012*

Source: *Mintel, 2012*



Growing Forward

Canada

EXECUTIVE SUMMARY

Please note that for the purposes of this report, fortified/functional (FF) food and beverages will reflect the category definition used by Euromonitor International, the source database for much of the data in this report. As such, fortified/functional refers to products with health benefits above and beyond basic nutritional value, as the result of an active addition of beneficial ingredients or overall enhancement of the item at some point in the manufacturing process. Also, the resulting health benefit must be part of the product's positioning or marketing claims. For Euromonitor's complete definition of fortified/functional foods as it pertains to this report, please see the Annex on page 13.

Brazil has a young and growing population of 196 million people that could reach the 200 million mark by 2015. This means Brazil will retain its position as the world's fifth most populous country. According to PlanetRetail, Brazil now accounts for almost half of the population of South America. It is Latin America's largest economy and the world's seventh-largest. Brazil has a diversified economic base, characterized by large agricultural, raw materials manufacturing, and services sectors.

According to the Brazilian Institute of Geography and Statistics (IBGE) as cited in Euromonitor, consumer income from all sources has grown, propelling many Brazilians into the middle class. For the first time in the history of the country, almost 50% of the population, or 94.9 million people, belong to the middle class. These favourable socio-economic conditions have attracted companies seeking to invest in fortified functional foods and beverages, as a way to access this growing consumer group.

Overweight and obesity rates are increasing in Brazil, leading to mounting health consciousness and shifting consumer attitudes toward food products. In response, major manufacturers are expected to further develop targeted fortified/functional products.

Brazil is already the fifth-largest market in the world for fortified/functional foods, behind the United States, Japan, China and Mexico. Brazil recorded fortified/functional food value sales of US$10.9 billion in 2011, with expectations to reach US$16.3 billion by 2015.

Although it is going through a swift process of concentration, the Brazilian grocery retail sector continues to be less concentrated when compared to most Western markets. The top five players account for less than one quarter of the country's modern grocery distribution.

The liberalization of the Brazilian economy has impacted the retail market as it favours foreign inward investment into the sector, and relaxing the government's control over prices. Thus, the retail market is highly international and all of the top five grocery retailers in the country are part of international retail groups.

INSIDE THIS ISSUE

Source: *Mintel, 2012*

CONSUMER TRENDS

Brazil has a very bureaucratic registration process for food and beverage products. The Health Surveillance Agency (ANVISA) is strict about claims that can be stated on packaging or in advertisements for fortified/functional products. To feature a message about functional properties, manufacturers need to properly register food and beverages with ANVISA, which requires large financial investments and a lot of time. After the product is registered, there is a list of approved messages that ANVISA allows on any material promoting the product. It is very common for manufacturers to simply register their product as a regular product since it is a less expensive and quicker process. However, companies cannot promote such products as having specific functional qualities, for example, as helping to improve the digestive or immune system. As a result, many companies use advertising campaigns with generic health messages, suggesting their product is good for overall wellbeing.

Overweight and obesity rates are increasing in Brazil. In the first half of 2010, the IBGE (National Statistic Office) published its latest survey about the overweight and obese population compared to 1974-1975. It was noted that the rate of obese people increased in all age brackets from five years and upwards. In children between 5-9 years of age, obesity rates increased from 2.9% in 1974-1975 to 16.6% in 2008-2009 amongst boys, and from 1.8% to 11.8% amongst girls. For men over 20 years of age, obesity rates grew from 2.8% in 1974-1975 to 12.4% in 2008-2009, and from 8.0% to 16.9% for women over age 20 in the same period. These growing levels attracted the attention of the population at large, the Ministry of Health, and the packaged food and beverages industry; as a result, changing consumer attitudes and targeted product developments by the industry are expected by all players in the industry.

The foodservice industry also expects that the Ministry of Health, through ANVISA, will adopt measures to encourage healthier habits among the Brazilian population, according to Euromonitor International. Informative campaigns and regulations are used to limit the levels of sugar and salt in the composition of packaged food and beverages. Some players have already been studying new formulas to reduce the content of fat and salt in their products, which is likely to be positive in the near future in terms of their image and competitive positioning. Better-for-you packaged food is expected to show a compound annual growth rate (CAGR) of 5% in constant value terms from 2011-2015, maintaining the good performance seen between 2009-2011. Growing demand for reduced-fat and reduced-sugar products will continue to drive sales in better-for-you packaged food, especially among the emerging middle class.

An expanding middle class

Brazil is experiencing a period of prosperity due to sound macroeconomic policies since the year 2000. As a result, the economic gap between the rich and the poor has decreased. The economy has given more opportunity to many low income Brazilians to have a stable job and greater remuneration than in past decades. According to the Brazilian Institute of Geography and Statistics (IBGE), as cited in Euromonitor, consumer income from all sources has grown, and the gini index (a measure of income inequality) decreased from 0.519 in 2009 to 0.517 in 2011.

More people are being hired in the formal economy, which has allowed them access to certain working benefits such as additional money for food, transportation and healthcare. These conditions have resulted in more Brazilians entering the middle class, for a total of 94.9 million people. Many of these consumers have access to a large number of products and services for the first time in their lives and many are investing in their homes and personal care. This new middle class is becoming increasingly sophisticated, demanding more products and a higher quality of service. In this environment, consumption of fortified/functional products, particularly beverages, is still mainly associated with consumers seeking a particular lifestyle, rather than a healthier product.

CONSUMER SEGMENTATION

Consumer Segmentation in Brazil — in Thousands of People

Age Segment	2006	2011	2015	2020	% Growth, 2011-2020
Babies/infants (aged 0-2)	9,883.3	8,622.1	7,873.5	7,469.7	-13.4
Children (aged 3-8)	20,494.6	19,325.7	17,423.2	15,615.0	-19.2
Tweens (aged 9-12)	13,154.3	13,668.1	13,161.2	11,575.7	-15.3
Teens (aged 13-17)	16,499.7	16,417.9	16,960.2	16,226.5	-1.2
Adults aged 18-29	40,553.3	40,623.9	39,482.5	39,346.2	-3.1
Adults aged 30-44	40,281.2	42,907.1	45,958.8	48,746.6	13.6
Mid-lifers (aged 45-59)	26,067.6	30,969.7	34,181.5	37,101.5	19.8
Seniors (aged 60+)	16,635.1	19,700.8	22,876.7	27,871.1	41.5

Source: *Euromonitor, 2012*

The number of babies/infants (aged two years and younger) decreased by 12.8% between 2006 and 2011. This declining trend is expected to continue through to 2020. The total population of babies and infants is expected to drop to 7.5 million by 2020, or by 13.4% compared to 2011. This decline has implications for sales of fortified food and beverages since parents will have more resources to spend on fewer children, but volume sales could decrease as a result of the declining population.

Similarly, the population of children between three and eight years old experienced a 5.7% decrease, from 2006 to 2011, and is expected to drop another 19.2% by 2020, the largest decline of any population segment. Kids represented 10.1% of the total Brazilian population in 2011, but will account for 8.1% in 2020 as the population ages. Despite these shrinking numbers, kids will continue to influence demand for many food and beverage products that parents buy for the household. As a result of the growing obesity rates in this segment, products that address this problem will be increasingly sought out by families. Thus, products regarded as healthy and child-friendly, such as fortified/functional products, organic food, cereals, yogurts, dairy drinks and fruit-flavoured water, will likely see improvements in their sales volume, as will products with less salt, low/no fat and low/no sugar.

In 2011, the population of young adults aged 18-29 was 40.6 million, decreasing to an expected 39.3 million by 2020. Despite the decline, by the end of 2020 this segment will represent the second-largest age group in Brazil, or 19.3% of the total population in Brazil. People in this segment are increasingly looking to maintain a healthy lifestyle. As such, companies offering products with less salt, fat, and sugar are noticing increased interest from this age group as they seek less expensive alternatives to organic products. Along with healthier product choices, Brazilians in this age group are also seeking more ways of keeping fit through exercise, sports or performing arts such as dancing, presenting further opportunities for fortified/functional products that can supplement the needs of adults pre- or post-workout. For example, consumption of fortified/functional sports drinks experienced strong growth of just under 40% in value terms from 2009 to 2011, and are expected to see sales value grow by another 55.6% from 2011 to 2015.

Brazilians aged 30-44 reached a total population of 42.9 million in 2011 and are forecast to reach 48.7 million by 2020, to represent 23.9%, or the largest age segment of the total population. According to Euromonitor, the average annual gross income for this group in 2011 was US$16,806.3. This is a more mature population group with the large majority starting to have children or already having a family. Consumption patterns for this group shift, as they start to think about providing for this new family unit. Due to families and career responsibilities, Brazilians at this age have busy lifestyles and do not have much time to prepare meals at home from scratch. This lack of time in day-to-day living is expected to drive up demand within the food industry for healthy and fortified/functional ready-meals, according to Euromonitor.

▶ CONSUMER SEGMENTATION (continued)

The population of adults aged 45-59 is expected to grow from 30.9 million in 2011 to reach 37.1 million by 2020, representing a growth of 19.8%. Expenditure on health goods and services is expected to grow significantly as consumers in this group take more care of their physical condition.

The number of seniors aged 60 and over is expected to show remarkable growth in the coming years, increasing by 41.3% from 2011 to 2020, and evidencing Brazil's aging population. By the end of 2020, this age segment will reach 27.9 million people, representing 13.7% of the total population. Consumers in this age segment, particularly women, mostly shop in supermarkets as they are more convenient than traditional vegetable markets. Supermarkets such as Pao de açucar and Carrefour are working to improve accessibility in their stores, to better meet the needs of senior consumers. Manufacturers will also likely find opportunities amongst this demographic for niche fortified/functional products that combat aging or address the particular health needs of seniors.

▶ MARKET SIZES

Fortified/Functional Food and Beverages in Brazil
Historic/Forecast Market Sizes — Retail Sales Value in US$ millions

Category	2009	2010	2011	2012	2013	2014	2015
Fortified/Functional (FF) food and beverages	8,399.2	9,780.2	10,924.4	12,146.5	13,436.1	14,812.6	16,304.3
Fortified/functional beverages	1,903.3	2,560.3	2,929.8	3,347.1	3,787.1	4,220.1	4,686.4
FF hot drinks	790.7	871.1	937.6	1,007.2	1,081.9	1,160.3	1,254.7
FF chocolate-based flavoured powder drinks	551.9	610.9	659.0	709.4	762.4	815.8	883.7
FF tea	3.9	4.1	4.4	4.7	5.1	5.5	5.9
FF fruit/herbal tea	3.9	4.1	4.4	4.7	5.1	5.5	5.9
Other FF hot drinks	234.9	256.2	274.1	293.1	314.4	339.0	365.1
FF soft drinks	1,112.6	1,689.2	1,992.2	2,340.0	2,705.2	3,059.8	3,431.7
FF carbonates	-	274.5	299.7	328.3	359.8	392.4	428.4
FF cola carbonates	-	274.5	299.7	328.3	359.8	392.4	428.4
FF concentrates	481.4	601.6	695.8	798.4	906.8	1,020.7	1,141.2
FF energy drinks	285.7	408.5	536.5	695.7	859.7	1,006.6	1,159.4
FF fruit/vegetable juice	122.2	134.5	148.9	164.7	182.1	199.6	218.3
FF juice drinks (Up To 24% Juice)	122.2	134.5	148.9	164.7	182.1	199.6	218.3
FF ready-to-drink tea	0.5	0.0	0.0	0.0	0.0	0.0	0.0
FF sports drinks	222.8	270.1	311.4	352.9	396.9	440.5	484.5

Continued on following page...

▶ MARKET SIZES (continued)

Fortified/Functional Food and Beverages in Brazil (continued)
Historic/Forecast Market Sizes – Retail Sales Value in US$ millions

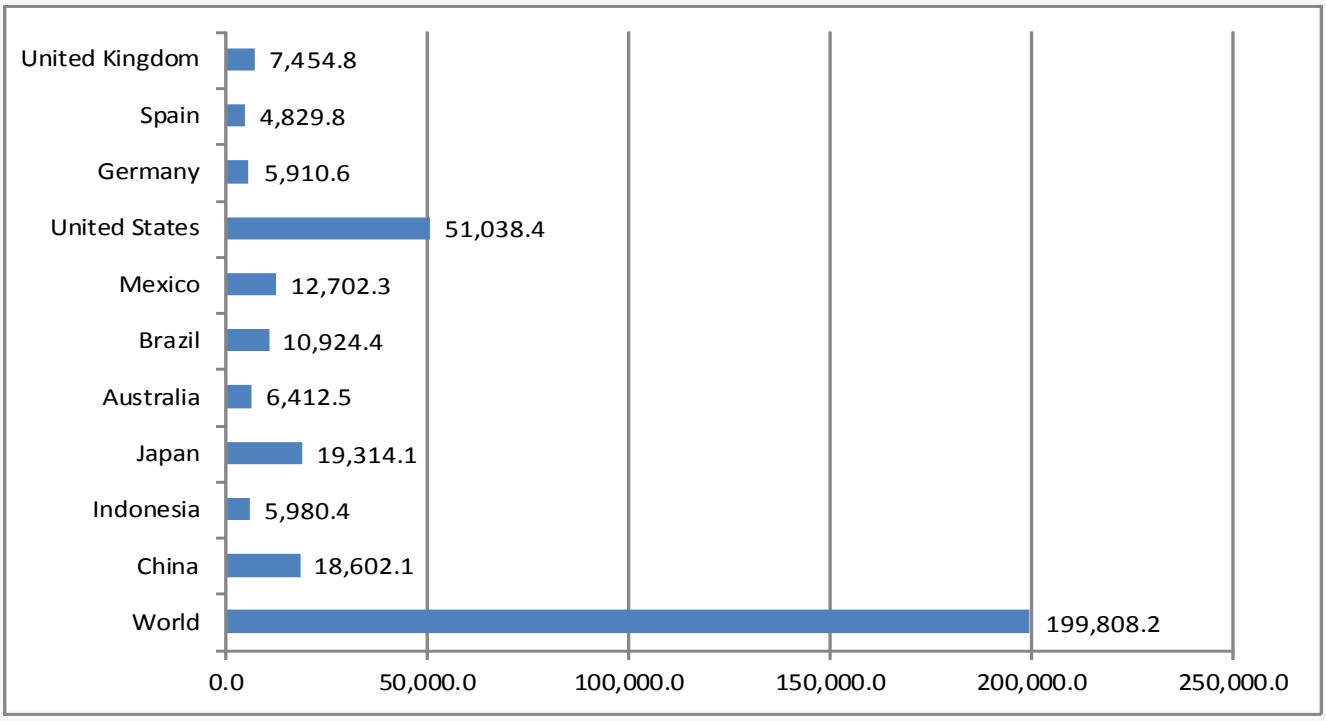
Category	2009	2010	2011	2012	2013	2014	2015
Fortified/functional packaged food	6,495.8	7,219.8	7,994.6	8,799.4	9,649.0	10,592.5	11,617.9
FF baby food	282.4	397.4	472.1	546.7	621.6	712.6	810.6
FF milk formula	282.4	397.4	472.1	546.7	621.6	712.6	810.6
FF bakery products	1,511.0	1,615.5	1,733.4	1,859.9	1,993.1	2,144.6	2,313.4
FF biscuits	1,264.1	1,352.2	1,434.1	1,516.8	1,600.2	1,695.0	1,800.4
FF breakfast cereals	246.9	263.3	299.3	343.1	393.0	449.6	513.1
FF confectionery	682.2	727.3	768.2	814.3	858.2	900.2	941.8
FF gum	75.9	89.2	99.6	112.4	123.8	135.4	147.3
FF sugar confectionery	606.3	638.1	668.6	701.9	734.4	764.8	794.5
medicated confectionery	606.3	638.1	668.6	701.9	734.4	764.8	794.5
FF dairy products	3,938.5	4,400.0	4,935.2	5,486.6	6,078.0	6,730.7	7,441.5
FF flavoured milk drinks	623.6	695.8	778.5	864.7	961.7	1,074.3	1,208.4
FF fromage frais and quark	277.7	269.2	293.8	318.4	346.4	378.9	415.4
FF milk	49.9	57.0	63.0	69.2	76.4	85.1	95.3
FF reduced fat milk	11.2	12.6	13.9	15.2	16.8	18.7	20.9
FF standard milk	38.7	44.5	49.1	54.0	59.6	66.3	74.4
FF yogurt	1,896.3	2,177.7	2,508.6	2,849.6	3,209.5	3,603.3	4,026.3
FF drinking yogurt	1,102.4	1,291.6	1,488.7	1,691.5	1,909.7	2,150.1	2,408.0
Pro/pre-biotic drinking yogurt	944.4	1,113.6	1,288.4	1,466.8	1,658.5	1,868.4	2,090.4
Other fortified drinking yogurt	154.1	173.6	195.1	218.7	244.4	274.0	308.8
Other functional drinking yogurt	3.8	4.4	5.2	6.0	6.8	7.7	8.7
FF spoonable yogurt	793.9	886.1	1,019.9	1,158.2	1,299.8	1,453.1	1,618.3
Pro/pre-biotic spoonable yogurt	706.9	792.6	916.8	1,045.0	1,174.9	1,315.0	1,464.9
Other fortified spoonable yogurt	87.0	93.5	103.1	113.1	124.9	138.1	153.4
FF oils and fats	62.7	65.0	69.6	74.3	79.0	83.5	88.2
FF spreadable oils and fats	59.7	62.0	66.5	71.0	75.4	79.7	84.1
Functional spreadable oils and fats	59.7	62.0	66.5	71.0	75.4	79.7	84.1
FF vegetable and seed oil	2.9	2.9	3.1	3.3	3.5	3.8	4.1
FF soup	5.4	0.4	0.3	0.3	0.3	0.3	0.3
FF snack bars	8.6	8.5	9.3	10.2	11.1	12.1	13.1
FF energy and nutrition bars	8.6	8.5	9.3	10.2	11.1	12.1	13.1
Other FF food	5.0	5.7	6.4	7.1	7.7	8.3	9.0

Source: *Euromonitor, 2012*

MARKET SIZES (continued)

Internationally, Brazil is the fifth-largest market for fortified/functional food products, with total sales of just under US$11 billion in 2011. The United States (U.S.) and Japan are the most developed markets for fortified/functional packaged food, with retail value sales of US$51 billion and US$19.3 billion, respectively, in the same year. China takes third place with sales of US$18.6 billion, followed by Mexico (US$12.7 billion).

Fortified/Functional Food in Top 10 Global Markets – Retail Sales Value in US$ millions, 2011



Source: *Euromonitor, 2012*

MARKET SHARES BY BRAND

Top Fortified/Functional Food Market Shares in Brazil by Brand and Company – % Breakdown Based on Retail Sales Value

Brand	Company Name	2005	2006	2007	2008	2009	2010
Ninho	Nestlé SA	13.3	12.5	13.1	13.3	11.3	10.7
Nescau	Nestlé SA	8.5	8.5	7.9	7.6	7.1	6.8
Toddy	PepsiCo Inc	5.6	5.8	5.6	5.8	5.5	5.2
Activia	Danone Groupe	4.4	5.5	7.0	8.3	8.8	8.9
Vitarella	Indústria de Alimentos Bomgosto Ltda	4.0	4.0	3.4	-	-	-
Yakult	Yakult Honsha Co. Ltd	3.7	3.6	4.1	4.3	4.5	4.6
Richester	M Dias Branco SA Indústria e Comércio de Alimentos	3.7	3.6	3.1	2.8	2.6	2.4
Tang	Kraft Foods Inc.	3.6	3.7	4.0	3.6	3.5	4.0
Trakinas	Kraft Foods Inc.	3.3	3.3	2.9	2.7	2.6	2.4

Source: *Euromonitor, 2012*

DISTRIBUTION

Supermarkets and hypermarkets account for the bulk of fortified/functional product sales, representing more than 95%. Nevertheless, a slight increase was noticed in sales through small independent grocers and forecourt retailers, due to the convenience offered by these retail channels.

Top Five Grocery* Retailers in Brazil, 2011

Company	Number of Outlets	Grocery Market Share (%)
Casino	646	2.45
Carrefour	268	2.04
Walmart	541	1.84
O Boticário	3,220	0.60
Cencosud	200	0.53
Total	4,875	7.46

Source: *Planet Retail, 2011*
**The term "grocery" also refers to non-food household products that may be purchased alongside food items.*

Source: *Shutterstock*

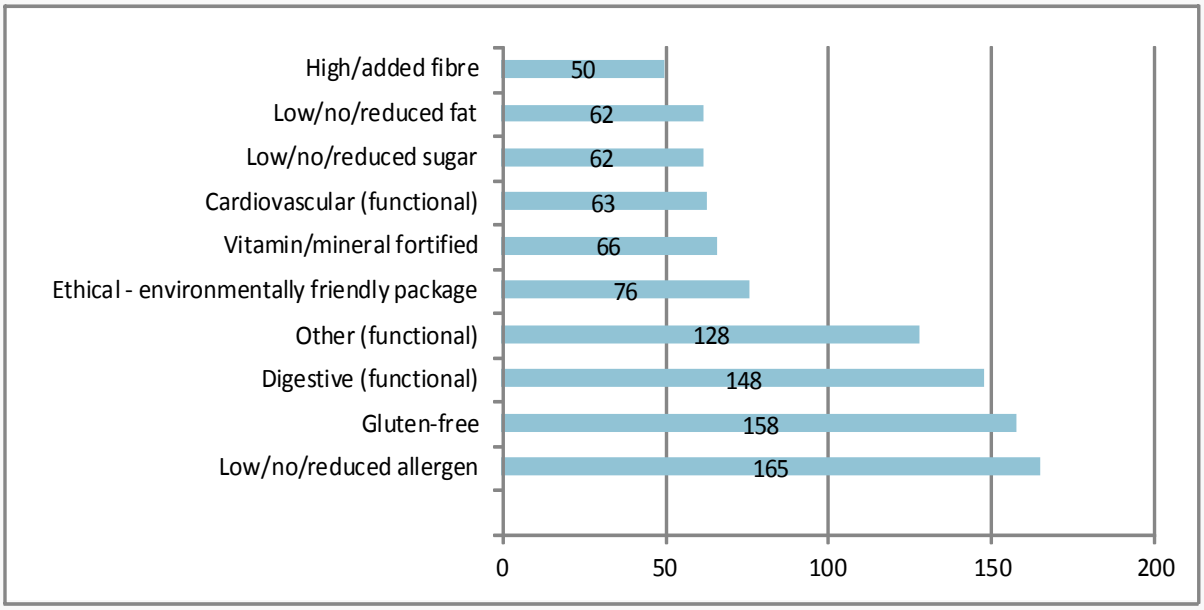
According to PlanetRetail, four of the top five grocery retailers in Brazil are part of international retail groups. The strong positions of Carrefour and Pão de Açúcar (acquired by Casino) are largely due to the fact that they are the only operators with a presence throughout the country, even though both continue to derive a large portion of their sales from the São Paulo region.

Walmart, as the number three grocery retailer in the market, has accelerated expansion in recent years after a cautious entry in 1994. The company took over Ahold's Brazilian assets in 2004 and picked up all operations from Portugal-based Modelo Continente in 2005. In 2011, Walmart confirmed once again, by opening more stores, that Brazil was among its top priority markets for further investment.

O Boticário, the only Brazilian-based business among the top five grocery retailers, is a multi-national beauty retail franchise. This retailer sells a range of private label perfumes, beauty items and personal care products that are fortified with antioxidants, vitamins, and natural botanicals such as acai, guarana, and cashew.

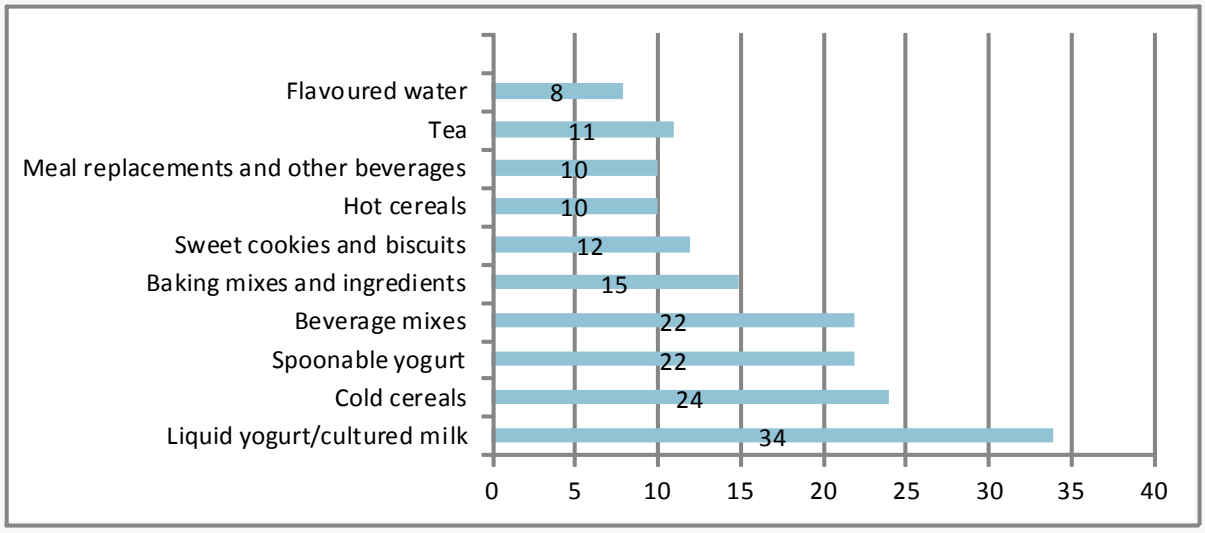
Chile-based Cencosud, Brazil's fifth-largest grocery retailer, operates a mixed food/non-food portfolio with the main focus on its hypermarkets, superstores and supermarkets.

Number of New Functional Food Product Launches in Brazil by Claim, 2011



Source: *Mintel, 2012*

Number of New Functional Food Product Launches in Brazil by Top 10 Sub-Categories, 2011



Source: *Mintel, 2012*

▶ NEW PRODUCT EXAMPLES

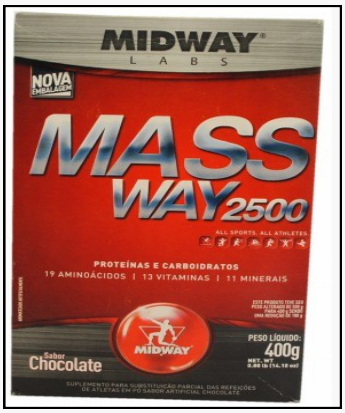
The following are some examples of new fortified/functional product launches in Brazil from the Mintel Global New Products Database, 2012.

Large Red Class A Eggs

Qualitá Ovos Vermelhos Tipo Grande Classe A (Large Red Class-A Eggs) have been repackaged. This gluten-free product contains omega-3, and is rich in vitamin E, an antioxidant that acts upon free radicals to help delay cellular aging, while supporting blood circulation and the immune system. It retails in a recyclable pack containing 10, 55g eggs for US$2.32

Chocolate Flavoured 2500 Meal Replacement Mix

Midway Labs Mass Way 2500 Suplemento para Substituição Parcial das Refeições (Chocolate Flavoured Meal Replacement Mix) has been repackaged. This product is formulated with all the necessary nutrients for an athlete's diet and is rich in simple and complex carbohydrates, which are used as sources of energy. It contains proteins of high biological value, provides 19 amino acids, 13 vitamins, and 11 minerals, which support a good functioning and balanced metabolism. It is marketed for athletes who need calories and a higher nutrient availability due to training programs. This meal replacement mix retails in a 400g pack for US$6.13.



Grape Flavoured Soy Based Drink Mix

Só Soja Soy Juice Mistura para o Preparo de Alimento à Base de Soja Sabor Uva (Grape Flavoured Soy Based Drink Mix) is now available. This flavoured drink mix comes already sweetened, and contains no preservatives. It is also free from cholesterol, lactose and gluten. The manufacturer describes this product as a promoter of heart health, and as a refreshing beverage preparation that combines the nutritional power of soya and vitamins with the refreshing flavour of fruits. Also available are: Laranja (Orange), and Maça (Apple) flavours. The product retails in a 360g pack that yields enough for eight litres or 40 single portions, for US$6.16.

Brazilian Nut Flavored Granola Cookies

Kobber has launched Cookies de Granola Sabor Castanha do Pará (Brazilian Nut Flavored Granola Cookies). This trans-fat- and cholesterol-free product is a natural source of selenium (a powerful antioxidant), contains five cereals, and is rich in fibres to promote healthy digestion. It retails in a 150g pack for US$1.74.

Source for all: *Mintel, 2012*

▶ NEW PRODUCT EXAMPLES (continued)

Cereal Bar with Acai and Guarana

Ritter Cereal Light Cereais em Barra com Açaí e Guarana (Cereal Bar with Acai and Guarana) is available in a newly designed 75 g pack containing three individually wrapped on-the-go bars. This low-calorie product is ready to consume and contains 25% less fat than a traditional cereal bar. According to the manufacturer, this high-satiety snack is a source of fibres and proteins, and helps support the digestive system. It retails for US$1.07.

Chocolate Beverage Mix

Nestlé Nescau 2.0 Achocolatado em Pó (Chocolate Beverage Mix) has been repackaged in an economy 800g pack. The instant mix contains Actigen-E, a special blend of vitamins and minerals that includes iron and calcium, which is an important source of nutrients for a healthy diet. To prepare, just add two tablespoons of the product in a glass of milk and mix. According to the manufacturer, one glass of the beverage provides enough energy for 50 minutes of radical sports such as surfing, windsurfing and wake-boarding. This product retails for US$5.03

Instant Whole Powder Milk

Nestlé Ninho Leite em Pó Integral Instantâneo (Instant Whole Powder Milk) is fortified with iron and vitamins A, C and D. It is said to provide the following ten nutritional benefits: proper growth; regular functioning of the intestine; good appetite; strong and healthy teeth; good immunity; healthy weight; increased drive in physical activities; sleeping and waking up well ; flushed skin; and healthier hair and nails. The gluten-free product is an official sponsor of the Brazilian soccer team and retails in a 400g limited-edition, recyclable decorated can for US$4.21.

Orange, Carrot & Honey Yogurt

Danone Activia Iogurte de Laranja, Cenoura e Mel (Orange, Carrot & Honey Yogurt) is formulated with bifidobacterium animalis, which is said to support the digestive system. The product retails in a 170g pack for US$0.63

Source for all: *Mintel 2012*

RESOURCES

Euromonitor International (2012). Better for you Packaged Food in Brazil

Euromonitor International (2012). Consumer Lifestyles in Brazil

Mintel (2012). Global New Products Database.

Planet Retail (2012).

In-Country Contacts

In-country trade commissioners can assist Canadian exporters in assessing market potential and preparing their product for international markets. An overview of services and contact list can be found at the following website: http://www.tradecommissioner.gc.ca/eng/home.jsp

Embassy of Canada to Brazil

Mailing Address: Avenida das Nações Unidas, 12901 CENU Torre Norte, 16th floor , São Paulo, SP, 04578-000, Brazil

Phone: (55-11) 5509-4321

Fax: (55-11) 5509-4317

Email: infocentre.brazil@international.gc.ca

Website: http://www.brazil.gc.ca

ANNEX: DEFINITION OF FORTIFIED/FUNCTIONAL

The below definitions of fortified/functional and related categories are from Euromonitor International, 2012.

Fortified/Functional (FF)

This category includes all fortified/functional food and beverages. There is no universal definition of "functional food and beverages," simply because all types of food and beverages are functional in the most basic sense that they help the body to function. For the purposes of Euromonitor data and classification, fortified/functional products are those to which health ingredients (typically those with health claims) have been added.

Fortified/functional food and beverages provide health benefits beyond their nutritional value and/or the level of added ingredients wouldn't normally be found in that product. To merit inclusion in this category, the defining criterion is that the product must have been actively fortified/enhanced during production. As such, inherently healthy products such as 100% fruit/vegetable juices are only included under "fortified/functional" if additional health ingredients (e.g. calcium, omega-3) have been added. To be included, the health benefit needs to form part of positioning/marketing of the product.

There is one exception to the inclusion of fortified products in this category: products to which vitamins have been added to replace vitamins lost during processing are excluded. These products would not typically be positioned on the basis of containing added nutrients.

This definition also applies to the two sub-categories listed below:

Fortified/Functional Beverages

This category includes fortified/functional soft and hot drinks. Fortified/functional beverages provide health benefits beyond their nutritional value and/or the level of added ingredients wouldn't normally be found in that product. To merit inclusion in this category, the product must have been actively fortified/enhanced during production. As such, inherently healthy products such as 100% fruit/vegetable juices are only included under "fortified/functional" if additional health ingredients (e.g. calcium, omega-3) have been added. .

Fortified/Functional Packaged Food

This category includes packaged food to which health ingredients have been added. Fortified/functional packaged food provides health benefits beyond their nutritional value and/or the level of added ingredients wouldn't normally be found in that food. To merit inclusion in this category, the product must have been actively fortified/enhanced during production. As such, inherently healthy products, such as naturally healthy soy milk, are only included under "fortified/functional" if additional functional ingredients (e.g. omega-3) have been added.

Fortified/Functional Foods and Beverages in Brazil

ISSN 1920-6615
AAFC No. 11946E

Photo Credits

For additional copies of this publication or to request an alternate format, please contact:
Agriculture and Agri-Food Canada
1341 Baseline Road, Tower 5, 4th floor
Ottawa, ON
Canada K1A 0C5
E-mail: infoservice@agr.gc.ca

Aussi disponible en français sous le titre :
Aliments enrichis ou fonctionnels au Brésil

Canada