

fit4you breakfast mash for seniors (Slovakia)

Product developed in EIT Food RIS Consumer Engagement Labs project

An old wisdom says that breakfast is the most important meal of the day. Having a healthy and nutritious morning meal is crucial to keep the body and mind in good condition. Well-balanced breakfast helps to keep good concentration and memory, as well as recharges levels of energy. In order to help consumers keep a healthy morning routine Slovakian consortium created *fit4you Raňajková kaša pre seniorov* – buckwheat-based breakfast mash that is easy to prepare and extremely tasty!

To find out what kind of food products answer the needs of older adults, the EIT Food project team invited older adults in Slovakia to participate in co-creation workshops. The participants developed an idea of an innovative breakfast product targeted at older consumers.

Innovative food product

fit4you Raňajková kaša pre seniorov is composed of unique raw materials, selected attentively to balance macronutrients and increase the fibre content without compromising the flavour and pleasure of the consumers. It offers a nostalgic taste combined with the newest technology in order to make the product even healthier and more suitable for the older consumers.

Good for health

fit4you Raňajková kaša pre seniorov is composed of ingredients that answer particular dietary needs of older consumers and supplement their diets with dedicated nutrients. The breakfast mash composition is hypoallergenic and carefully selected so as to minimise the risk of food intolerances. Product is free of lactose and low in carbohydrates. It is based on buckwheat groats, a great source of protein, fibre and magnesium. The amount of fibre, so important in maintaining proper digestion, is increased by additional inulin fibre. Composition is enriched by aquamin - a mixture of seaweed containing 72 vital trace elements. Moreover, collagen peptides supplement the body's collagen stores and have a positive effect on the health of bones, joints, tendons, skin, and ligaments. *fit4you* has an increased content of phytoestrogens, especially important for ageing women. Lastly, it does not contain any artificial colorants - according to flavour colour is achieved naturally: yellow from curcumin for vanilla flavour and brown from Dutch cocoa for chocolate flavour.

Preferred by older adults / Designed by older adults for older adults

The product reflects older consumers' needs and preferences. Its main ingredient - buckwheat groats – addresses the older consumers' desire to return to the foods traditionally grown in Slovakia and to the specific flavours they remember from their childhood. During the design process, special dietary requirements were taken into account resulting in a healthy and safe product even for older adults with some health issues. Also the texture of the breakfast mix is designed in a way that makes it suitable for the older consumers.

The new product is not only healthy and tasty but also very handy - it comes in a package with 10 pieces of single-portioned bags in the volume of 60 g of the loose mixture - making it easy to store and minimizing the risk of food waste. Practical packaging makes it a perfect product to take for a short trip or to work.

Different from existing products

fit4you Raňajková kaša pre seniorov offers a new composition of ingredients. It is hypoallergenic and contains no additional sugars, sweeteners, palm fat, lactose, potassium sorbate, sodium benzoate or any other ingredients that could cause food allergies. Its main ingredient - buckwheat groats answers the consumers' need for healthy

breakfast porridge and appeals to specific texture and flavour preferences. Moreover, other porridges do not offer such a broad range of health-beneficial substances as the newly developed product.

Additional information about the project:

fit4you breakfast mash for seniors is a product designed during the co-creation workshops, held as part of the EIT Food RIS Consumer Engagement Labs project. The project is coordinated by the University of Warsaw and financed by the European Institute of Innovation and Technology (EIT), under the Horizon 2020/Horizon Europe, the EU Framework Programmes for Research and Innovation. The project's main aim is to address the needs of older consumers in the food and beverage market by applying novel methodology which engages consumers, stimulates their creativity, and fosters the acceptance of new products. The product concept was designed in 2020 in Slovakia during co-creation sessions which gathered older consumers, scientists from Slovak University of Agriculture in Nitra, the representatives of the food producer Maxim Pharm s.r.o, and the start-up company NU3gen s.r.o. Following the co-creation process, the innovative product was developed and introduced to the market in 2021.

Find out more about the project at: <http://timo.wz.uw.edu.pl/cel>