

## TRATA salad pocket with quinoa, tuna, fruits and herbs (Greece)

### Product developed in EIT Food RIS Consumer Engagement Labs project

Consumers' food memories can be valuable sources of inspiration for food companies. Popular recipes from the past bring unexpected taste and flavor combinations, that will be met with joy by the older consumers and be of surprise for younger generations. The Greek company KONVA used this approach and looked closely at traditional Greek fish dishes with fruits and sweet spices. It resulted in *TRATA salad pocket with quinoa, tuna, fruits and herbs* – a new product embedded in local Greek cuisine and memories of consumers.

### Innovative food product

The company decided to search for inspiration in the traditional recipes from the past to answer to consumers' need for healthy yet exciting products. KONVA decided to revive the recipe from the 50s that combines fish and sweet fruits and spices to evoke sweet childhood memories of older consumers. There is no other product available on the Greek market that matches the taste profile of *TRATA salad pocket*. Whereas popular in this category products tend to be salty and spicy, this new product offers combination of tuna fish with pineapples and peaches, resulting in balanced yet complex sweet result. Producers also took care of the other aspect of the product of particular importance for the older consumers - such as texture and visual presentation.

### Good for health

The product is of high nutritional value. Two main ingredients: pineapple and peaches are rich in antioxidants and nutrients. They improve digestion, heart health and are linked to lower risk of cancer. It contains 25% of tuna - rich source of protein and vitamins and minerals: such as B-Complex vitamins, known for helping the body form new red blood cells, Vitamins A and D as well as iron, selenium and phosphorus. Tuna also contains healthy omega 3 essential fatty acids DHA and EPA, that help lower cholesterol, boost brain function and improve eye health. Quinoa, considered a superfood, is rich in protein and fiber, also meaning that it fills up the body with smaller portion sizes.

### Preferred by older adults / Co-designed with older adults for older adults

Consumers above 65 years remember flavor combinations that are currently unavailable on the market, yet can be an exciting proposition for consumers. They are also looking for comfort foods, that would bring back nice memories from their childhood. *TRATA salad pocket with quinoa, tuna, fruits and herbs* offers that experience by directly addressing nostalgic memories of once popular homemade food. Older consumers are looking for a high quality products that will add premium value to their diet. They also enjoy products that can be used in multiple ways, according to their needs and whims. Greek product is suitable for direct consumption as a stand-alone meal or can be treated as an ingredient in combination with various dishes like pasta, cereal, vegetables or legumes. Older consumers prefer products that help them minimize food waste. Therefore, they prefer smaller quantities of products. *TRATA salad pocket* comes in a handy packaging containing one serving portion avoiding making it suitable for single person households.

### Different from existing products

*TRATA salad pocket with quinoa, tuna, fruits and herbs* offers unique taste and flavor experience by combining fish with sweet pineapples and peaches. Such unexpected combination offers consumers new quality of taste experience. It also contains much less salt than product from the same category, making it available for consumers minding their salt consumption. Also packaging makes this product unique - resigning from cans makes it easier to open and carry and allows for longer storage time.

### Additional information about the project:

*TRATA salad pocket with quinoa, tuna, fruits and herbs* is a product designed during the co-creation processes, held as a part of the 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, as a part of EIT Regional Innovation Scheme. The project's main aim is to address the needs of elderly consumers in the food and beverages market by applying novel methodology which engages consumers, stimulates creativity, and fosters the acceptance of new products. The concept of *TRATA salad pocket with quinoa, tuna, fruits and herbs* was designed in 2021 through co-creation processes, which involved the identification of consumer preferences and new product ideas put forward by older consumers from multiple European countries and the subsequent formulation and design of the final product by the representatives of food producer from Greece – KONVA. Following the co-creation process, the actual product was developed and introduced to the market by KONVA in 2022.

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