

Assignment 1 (60 marks)

The objective of this assignment is to apply concepts learned in Lessons 1- 4 to evaluate food products catering to consumer demands for better nutrition and health.

Click on the following link and answer the questions below

Nutri-Grain* Bars Superfruit Flavours Cherry Pomegranate

http://www.kelloggs.ca/en_CA/nutri-grain-bars-superfruit-flavours-cherry-pomegranate.html

**Write an individual report summarizing the following information:
(Word limit 1200 words. Five marks deduction for each 100 words or portion over limit)**

- Make note of the aspect(s) that is/are catered to different consumer demands or trends by this product. (5 marks)
- Write down the product ingredients as listed in the website for the product, identify and list the ingredients under Major and Minor components and subcategorize them into their specific group – you can use table format for this section (15 marks)
- Explain the roles of identified Major-components on sensory and functional properties of the food product. (15 marks)
- Using your Food Additive Dictionary, identify any food additives that may be present in this product. To which one of the food additive categories do these additives belong to-if there is more than one function you need to specify the best fit for the product? (10marks)
- Check the label of a similar product in grocery store and provide detailed description of the basic mandatory labeling requirements found. Indicate whether this information complies with the regulatory requirements. (10 marks)
- In your report you need to cite the source of information- Use endnotes and superscript so it does not add to your word count (5 marks)