

Winnie Lee Consulting LLC

5 Tips for Micronutrient Fortification in Food & Beverage Applications



winnieleeconsulting@gmail.com

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Understand your Why

Nail down the reason why nutrients are being added. Is it for claim? Shelf-life? Sensory?



Understand your Overage

Where are your losses coming from? Do you lose any over the shelf-life? Is it possible to add too much?

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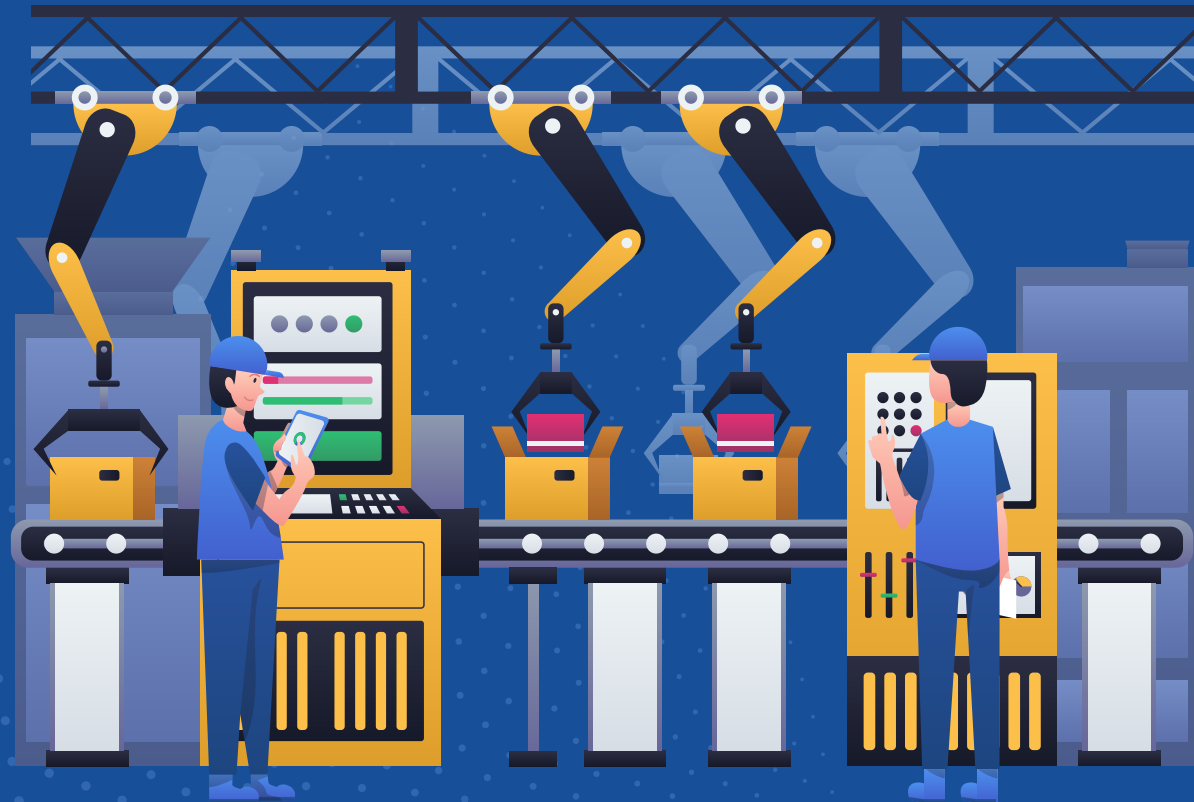


Know your Format

Nutrients are designed with applications in mind so understanding your finished product and process is important.

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Know when to add

Just like Kenny Rogers sings “You got to know when to hold ‘em, know when to fold ‘em,” you need to “know when to add ‘em.”

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Know where to add

Knowing where to add the nutrient during processing to minimize loss is critical.

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Thanks!

Contact me if you need assistance
with your company

winnieleeconsulting@gmail.com