



Meer waarde met meer of juist minder ingrediënten en bewerkingen?

KARIN VAN HET HOF, DIRECTOR NUTRITION & HEALTH RESEARCH, UNILEVER R&D VLAARDINGEN

Unilever is ONE OF THE WORLD'S LEADING SUPPLIERS OF FOODS AND HOME & PERSONAL CARE PRODUCTS




OUR COMPANY



Our products are on sale in over 190 countries.

Every day, more than 2 billion consumers use one of our products to feed their families and to take care of themselves and their homes.



OUR VISION



- We work to create a **better future**, every day.
- We help people feel good, look good and **get more out of life** with brands and services that are good for them and good for others.
- We will inspire people to take small everyday actions that can add up to a **big difference** for the world.
- We will **develop** new ways of doing business with the aim of doubling the size of our company while reducing our environmental impact.





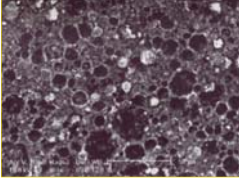


Unilever has been delivering good nutrition combined with great taste for more than 175 years



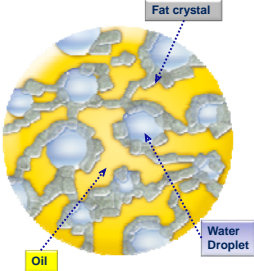
				
175 years	124 years	100 years	90 years	54 years
				
Carl Heinrich Knorr	Thomas Lipton	Richard Hellmann	Anton Jurgens	Simon van den Bergh

ONCE THERE WAS ONLY BUTTER

- Emulsion of very fine droplets of skimmed milk (~ 20 %) in partly solidified dairy fat
- Mainly saturated fat
- Traditionally prepared by churning of cream

MARGARINE




Introduced in 1869 as a substitute for butter

- Initiated by Napoleon III to feed his armies

Key difference:

- Butter is based on dairy fat
- Margarine is made from **vegetable fats (today)**



Microstructure mimics butter

THE VALUE OF MARGARINE

- Product performance
 - Taste
 - Convenience (spreading, cooking, baking)
- Nutritional contribution
 - Fat composition
 - Vitamins
 - Other ingredients

THE PERCEIVED VALUE FOR THE CONSUMER

- Natural is more healthy:
 - Processing is bad
 - Less ingredients is better



Natural vs processed – perceived goodness



What's in your spread?

3 INGREDIENTS 15 INGREDIENTS 15 INGREDIENTS



Margarine simply made with home ingredients



Nutritional value of margarine – determined by the selection of ingredients

Importance of fat in the diet

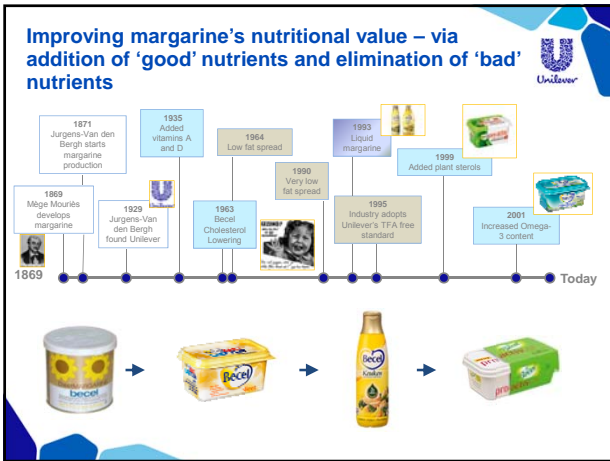
Dietary fat is an integral part of our diet, it is adding flavor and palatability to the foods and it is indispensable for some cooking processes



Dietary fat:

- Is a source of energy
- Is a source of essential fatty acids
- Is a carrier of fat-soluble vitamins
- Improves uptake of fat soluble nutrients





Conclusion

Tension between actual and perceived consumer value:

- “Less is more” – certainly not in case of functional ingredients
 - » For health and for product performance
- “Processing is unnatural and bad”
 - » Processing is crucial for safe and stable products