



## **Ingredient of the Year: Infant Nutrition**

Is your ingredient commercially available?

What regions is your ingredient available in?

How long has your ingredient been on the market in North America? Please use the length of time for the country or region with the longest market availability.

What does your ingredient do? *(100 word limit)*

What is the target audience of your ingredient? *(200 word limit)*

How does your ingredient meet a genuine consumer demand, performance problem or athletic requirement? *(200 word limit)*

How does your ingredient provide a unique nutritional solution to this consumer need or problem? (Please use non-technical language in this section and keep answer brief, you may provide further details and references to studies in the next questions.) *(200 word limit)*

Are your claims backed by peer-reviewed primary research and/or clinical trials in humans? If yes – please provide a short overview of the main evidence. You may also supply up to three links to peer reviewed primary research. *(300 words limit plus 3 boxes for URLs or PDF upload)*

Please provide examples of applications and delivery systems for use in final products. Where possible provide examples of commercial availability in finished products. *(400 word limit)*

Give detail of commercial success and engagement from your core target market (s). Where possible give numbers and examples of sales and applications that are available in the market. *(300 word limit)*

What gives your ingredient the “X” factor – something that makes it stand out from the crowd and edge out the competition (including evidence to back up claims). *(300 word limit)*