

Development of Nutritional Information Solutions ('NIS') - a New Spin Out Business

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From December 2016, EU Food Information Regulations will require all businesses selling pre-packed foods to include nutritional information on their labelling. This will have a dramatic effect on SMEs who do not currently provide nutritional information and who do not have the resources or expertise to provide it. Nutritional analysis can be obtained several ways, including direct laboratory compositional analysis of the product, software calculation using known nutritional data for the ingredients used, or calculation from generally established and accepted data. Fooddatabanks have access to numerous UK, European and US ingredient databases and are therefore able to calculate the required nutritional information just from a product recipe. The service costs one fifth (£25) of the cost of compositional analysis (£125). Critically this offers significant savings for SMEs in complying with the new regulations before the end of 2016. The service is also designed to be supportive to the SME in provision of the service, ensuring accuracy where pure software based alternative products are only as accurate as the user interpretation of ingredients.

NIS will develop a Bespoke Nutritional Labelling Service for food producers that will go beyond the automated services that are currently available on the market. The NRP Translational Fund will be used to make the service business ready through the development of a web-based customer interface and recipe calculation.

<http://www.NutritionalInformation.Solutions.>