

Healthy for your Heart? Naturally?!

Let's prove it!



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pomegranate



ancient Khorasan wheat



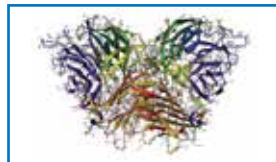
apple



aronia/chokeberry



sweet orange



bioactive peptide

...what do these foods have in common?

All of these foods (and their components) are thought to help keep our heart healthy. The goal of BACCHUS is to show scientifically that foods we eat influence cardiovascular health positively – reducing risk or helping unhealthy hearts get better. How can this be of use to you?

Read more...

About Bacchus

BACCHUS is a four-year FP7-KBBE-funded Collaborative (Research) Project targeted at a special group (SMEs), with 28 Beneficiaries including 15 SMEs from 11 countries, led by the Institute of Food Research (IFR, UK).

What do we do?

Our objective is to develop tools and resources that will facilitate the generation of robust and exploitable scientific evidence, which can be used to support health claims for a cause-and-effect relationship between consumption of bioactive peptides and polyphenols, and beneficial physiological effects related in cardiovascular function.

For more information visit:
www.bacchus-fp7.eu



Why are we doing it?

Over the last few years, we have seen a rise in cardiovascular disease (CVD). Currently, this is responsible for 47% of deaths in Europe, putting pressure on international health programmes to meet targets for reducing associated risk factors, such as high blood pressure and cholesterol.

Ever increasing healthcare costs, which currently total ca. €195 billion (£157 bn), and the impact of ill health on individuals, make measures to reverse this trend essential. Consumption of polyphenols can help reduce the risk of CVD, but pre-clinical research has also demonstrated that bioactive peptides and polyphenols can exert beneficial physiological effects on the unhealthy cardiovascular system (e.g. hypertension). This has driven further investment within the food industry, including SMEs. Despite submission of many dossiers seeking



a favourable opinion from EFSA for health claims concerning polyphenols or peptides, few have been successful to date. There are specific challenges associated with proving scientifically any beneficial physiological relationship between markers for risk of CVD and consumption of bioactive peptides and polyphenols including: characterisation of the bioactive compounds, appropriate biomarkers, efficacy and dose in humans, and a plausible mechanism of action leading to a specific health claim.



What is our target?

Existing food products, developed by SMEs, with clear potential for a favourable health claim have been selected and aligned with research addressing key aspects of health claim evaluation (e.g. legislation and dossiers, product bioactive characterisation, intake and bioavailability, mechanisms of action and biomarkers, randomised controlled

trials). This approach will deliver tools, processes, scientific results and best practice guidelines, which will be made publically available to support future health claims. BACCHUS outcomes will be disseminated broadly within the SME food and retail community as well as traditional scientific routes.

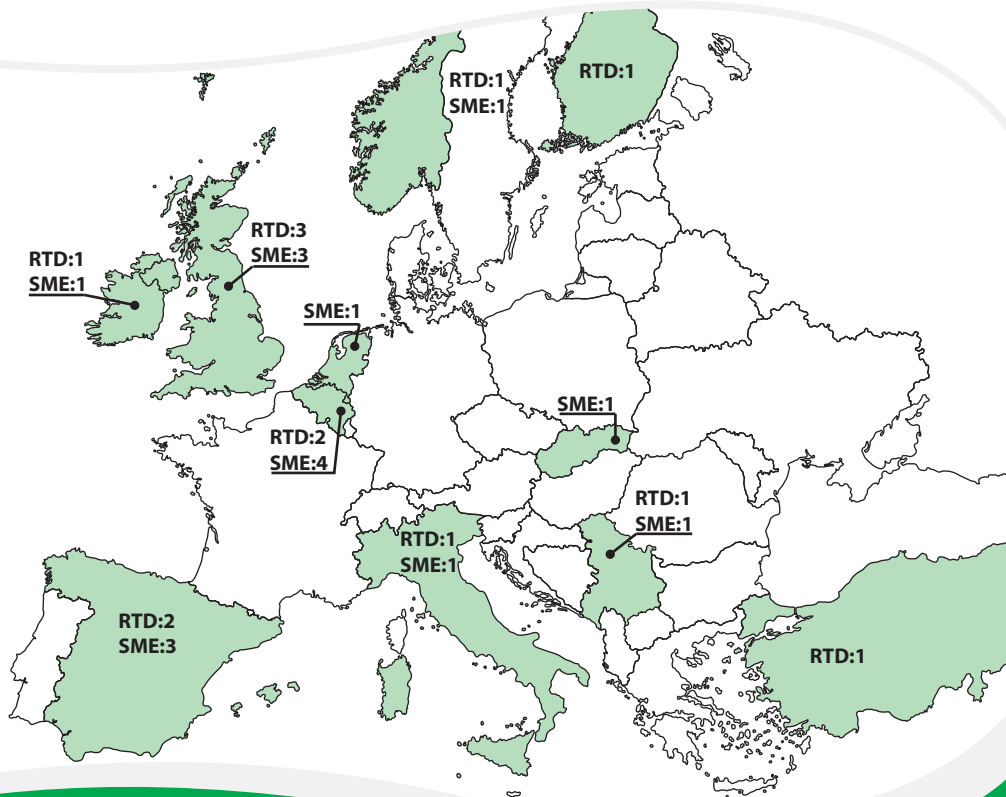
Who are we?



For more information about BACCHUS visit
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Paul Kroon
Institute of Food Research
Norwich Research Park
Colney Lane, Norwich
NR4 7UA, UK

Telephone: +44 1603 251 431
Fax: +44 1603 251 470
E-mail: ifr.bacchus@ifr.ac.uk or
contact@bacchus-fp7.eu



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