



## **FLAVONOIDS ARE UNFAMILIAR TO MOST CONSUMERS**

In our consumer study, participants were curious about flavonoids but the term flavonoid was not known by the majority. When information about flavonoids was given to consumers, they expressed a positive attitude towards flavonoids. Natural occurrence in fruits and many health benefits associated with flavonoids were reasons behind the positive attitudes. The information about flavonoids was easy to understand since it was in line with the previous knowledge that eating fruit is good for you.

Many consumers would be willing to consume flavonoid containing fruits and fruit-based beverages, like juices and wine. Additionally, consumers would be willing to buy products which flavonoid content is enriched by suitable processing or breeding methods. The preferred products would be those that are already frequently used and have existing healthy image. Even though flavonoids containing products would be pleasing for consumers they would not do any extra work for finding them. Flavonoid enriched products should be available in the normal supermarkets.

The consumer study was carried out in Finland, the Netherlands and France. The data were collected in six focus groups in each country.

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