



# VISION 2020 - A PERSONAL PERSPECTIVE FUNCTIONAL FOOD

Monday, April 29, 2013, 17:00 h  
Lecture Hall Y16 G15  
University of Zurich, Irchel Campus  
Prof. Liisa Lähteenmäki  
Department of Business Administration  
Aarhus University, Aarhus, Denmark



## Food, functions, health claims and consumers

Ever taken energy drinks to recharge your batteries? Or tried to overcome the next flu season by enhancing your immune system taking probiotic supplements?

Join the next Vision 2020 talk given by Prof. Lähteenmäki from Aarhus to find out more about the consumer perception of functional food, their health-related messages and the communication challenges in the innovation processes to develop function food.

The presentation is followed by an aperitif.

**Organization:**

This event series is organized by a committee of PhD students of the PhD Program in Integrative Molecular Medicine (imMed), UZH:  
*Institute of Physiology:* Jenny Kürth (chair) | Sonia Youhanna | Jerry Fuady | Marta Figueiredo | Melroy Miranda  
*Institute of Pharmacology and Toxicology:* Amandine Valomon  
*Institute of Molecular Life Sciences:* Sabina Huber-Reggi

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