

Beyond Hydration: Wellness Beverages that Nourish Body & Mind

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- The presentation “Beyond Hydration: Wellness Beverages that Nourish Body & Mind” by Ms Mili Bhattacharya, Director – Scientific & Regulatory Affairs, Coca-Cola India and South West Asia, explores the evolving functional beverage market and the role of science-led innovation in meeting consumer wellness needs.
- It highlights emerging trends in immunity and digestive health, followed by opportunities in stress relief, cognitive wellbeing, beauty, weight management and personalized nutrition.
- The presentation explains hydration science, including beverage tonicity and its relationship with fluid absorption, as well as nutrient fortification using vitamins and minerals and the use of botanicals and phytonutrients to support different wellness benefits.
- It also emphasizes the importance of bioavailability, nutrient stability, taste, formulation compatibility and regulatory compliance in developing effective beverages.
- The presentation further discusses the role of food additives in enabling low- and zero-sugar beverages, improving taste, maintaining product quality and stability, and supporting sustainability.
- It outlines the four-step food additive risk assessment model hazard identification, hazard characterization, exposure assessment and risk characterization and emphasizes the need for a progressive regulatory framework, scientific evidence, industry–academia collaboration, pilot trials, product stability and workforce capability development to accelerate safe, consumer-focused beverage innovation.