



## **Editor's Award for Functional Food Innovation**

Please explain how this initiative has driven industry-wide change or provided other long lasting benefits to the industry in Asia Pacific\*

Please provide evidence for the changes or benefits, including documentation, figures, or other proof that backs up the reasons for nomination.\*

Please demonstrate how the initiative has positively impacted the public perception of functional foods in Asia Pacific. Please include evidence of consumer interest, mainstream media coverage, and any other accolades won\*

What makes this initiative stand out from the crowd (including evidence to back up claims)\*

Why should this initiative win this award? Please provide a succinct overview in no more than 300 words.\*