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Plant-based nutrition for healthy ageing: How PepsiCo is striving to meet the health-conscious needs of evolving consumers

Healthy aging is a lifelong process that begins now, which means healthy eating occurs throughout life. Health-conscious consumers are increasingly turning to plant-based diets, including Gen-Z and the Millennials. Consumers are looking for food and beverage products that deliver nutritional needs while providing convenience, great taste, and lifestyle solutions. The PepsiCo 2025 Product goal aims to continue refining the food & beverage options to meet changing consumer needs by reducing negative nutrition and increasing positive nutrition. In this presentation, Siow Ying will assess the consumer trends and PepsiCo's developments in relation to science-based nutritional guidelines, plant-based new product development and the need for technological advances and collaboration across the industry to meet the region's shifting demographic landscape

Biography

Siow Ying Tan is currently working as an R&D Senior Manager at PepsiCo Technology Ventures in Singapore. She obtained her Ph.D. in Food Science from Cornell University, College of Agriculture and Life Sciences in 2006. She completed her Master of Science, Food Science from Louisiana State University in 2003. She did her Bachelor of Science, Food Science from Louisiana State University in 2001

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