D-P8 ANALIZA PRISUSTVA ADITIVA U "ZERO" PROIZVODIMA DOSTUPNIM NA TRŽIŠTU REPUBLIKE SRBIJE

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U savremenoj ishrani sve veći broj potrošača bira „zero" proizvode, odnosno proizvode bez dodatog šećera i sa smanjenom energetskom vrednošću. Njihova popularnost povezana je sa povećanom svešću o značaju prevencije gojaznosti, dijabetesa i drugih hroničnih nezaraznih bolesti. Iako se često smatraju zdravijom alternativom konvencionalnim proizvodima, njihova formulacija zahteva primenu različitih prehrambenih aditiva radi očuvanja senzorskih i tehnoloških karakteristika.

Cilj ovog rada bio je da se utvrdi prisustvo i učestalost prisustva aditiva u „zero" proizvodima dostupnim na tržištu Republike Srbije, kao i da se sagleda njihov značaj sa aspekta bezbednosti i regulatornih zahteva. Analizirano je 30 proizvoda iz različitih kategorija, uključujući gazirane napitke, energetska pića, proteinske proizvode, jogurte i konditorske proizvode, na osnovu podataka sa deklaracija proizvođača.

Rezultati su pokazali da su najčešće korišćeni aditivi zaslađivači aspartam, acesulfam-K i sukraloza, koji omogućavaju postizanje intenzivne slatkoće uz minimalnu energetsku vrednost. Često su bili prisutni i limunska kiselina kao regulator kiselosti, kao i prehrambene boje radi očuvanja karakterističnog izgleda proizvoda. Stabilizatori i zgušnjivači, poput guar i ksantan gume, identifikovani su ređe, dok su konzervansi, uključujući natrijum-benzoat i kalijum-sorbat, uglavnom bili zastupljeni u napicima.

Rezultati ukazuju na značaj aditiva u formulaciji „zero" proizvoda, kao i na potrebu za kontinuiranim praćenjem njihovog unosa, pravilnim deklarisanjem i edukacijom potrošača radi omogućavanja bezbednog i informisanog izbora hrane.

D-P8 ANALYSIS OF THE PRESENCE OF FOOD ADDITIVES IN "ZERO" PRODUCTS AVAILABLE ON THE MARKET OF THE REPUBLIC OF SERBIA

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In contemporary nutrition, an increasing number of consumers choose "zero" products, characterized by the absence of added sugar and reduced energy value. Their growing popularity is associated with increased awareness of the importance of preventing obesity, diabetes mellitus, and other chronic non-communicable diseases. Although often perceived as healthier alternatives to conventional products, their formulation requires the use of various food additives to maintain desirable sensory and technological properties.

The aim of this study was to determine the presence and frequency of food additive use in "zero" products available on the market of the Republic of Serbia and to evaluate their significance from safety and regulatory perspectives. Thirty products from different categories, including carbonated beverages, energy drinks, protein products, yogurts, and confectionery products, were analyzed based on ingredient declarations provided by manufacturers.

The results showed that the most frequently used additives were the sweeteners aspartame, acesulfame-K, and sucralose, which provide intense sweetness with minimal caloric contribution. Citric acid was also commonly used as an acidity regulator, while food colorings were frequently added to preserve the characteristic appearance of products. Stabilizers and thickeners, such as guar gum and xanthan gum, were identified less frequently, whereas preservatives, including sodium benzoate and potassium sorbate, were predominantly present in beverages.

The findings highlight the important role of food additives in the formulation of "zero" products and emphasize the need for continuous monitoring of additive intake, accurate product labeling, and consumer education to ensure safe and informed dietary choices.

https://doi.org/10.5937/sfuskongres26357B