

<b>MRC-CRIGS-A30</b>	<b>Product enhancement and product development based on <i>Morinda citrifolia</i></b>	
<b>Priority Area:</b> Life Sciences		
<b>Name of Local Company:</b> Nonico Co. Ltd		
<b>Collaborating Institution:</b> University of Mauritius		
<b>PROJECT LEADER</b>		
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<b>TECHNICAL ABSTRACT</b>		
<p><i>Morinda citrifolia</i> L. also known as noni has gained much attention in scientific research for its health benefits as well as becoming popular within the Mauritian public. Despite its numerous health benefits, fermented noni juice has a characteristic flavor, which offsets many consumers who prefer pleasant tasting alternatives. Given that consumers are constantly on the lookout for improved high-quality beverage, which delivers authentic health benefits, revisiting the noni beverage and product diversification is important. Nonico Co. Ltd is a Mauritian company operating in the nutraceutical sector since 2006. The company produces Noni juice for the local and international markets with an average production of 1775 litres of noni juice over the past four years. This proposal is to enrich noni juice with five different exotic fruits, spices and herbs which our previous studies have been shown to be rich in polyphenolics. The bioactive-rich beverages offer the possibility of dietary coadjutants for daily consumption of health-promoting substances, in addition to improving the taste of the noni juice. Given that the market size of functional beverages worldwide in 2016 was estimated at 87 billion USD (Statistica, 2018), and is predicted to rise, such product diversification from noni is valuable to the company. In this context, we also propose to develop two new products by processing the noni plant leaves to herbal tea and the juice into capsules, both exhibiting health benefits. Given that the fruits and the leaves are used in traditional medicine in Mauritius, the issue of safety and toxicity is negligible (Suroowan and Mahomoodally, 2016).</p>		
<b>Keywords:</b> <i>Morinda citrifolia</i> ; noni juice; product enhancement; product development; tea bags; capsules		