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Advances in the Quality and Marketability Improvement of Cereals

Guest Editors:

Dr. Carla Brites

1. National Institute for Agrarian and Veterinary Research (INIAV), Oeiras, Portugal

2. GREEN-IT Bioresources for Sustainability, ITQB NOVA, Av. da República, 2780-157 Oeiras, Portugal

Dr. Maria Cecilia Puppo

CIDCA Centro de Investigación y Desarrollo en Criotecología de Alimentos, La Plata, Argentina

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Message from the Guest Editors

Dear Colleagues,

New advances in efforts to increase the quality and marketability of cereals should be aligned with consumer expectations, sustainability issues, and healthy and convenient food. New or reformulated cereal-based products can grab the attention of environmental-health-conscious and busy consumers. Research-backed cereal food product trends take the form of increasing the availability of local ethic food, improving healthiness, and increasing convenience to encourage feelings of wellbeing, energy, and satiety.

Contributions to this Special Issue may cover all advances on:

- Innovative cereal products covering current nutritional and sustainability trends;
- Cereal processing developments in trends in health food categories;
- Advances in more convenient cereal-based products (e.g., ready-to-eat cold cereals);
- Novel formulations to enhance the utilization of ancient cereal species;
- Consumer, labeling, and marketing studies for promoting cereal-based products.



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Special Issue



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Editor-in-Chief

Prof. Dr. Arun K. Bhunia

1. Department of Food Science,
Purdue University, West
Lafayette, IN, USA

2. Department of Comparative
Pathobiology (Courtesy), Purdue
University, West Lafayette, IN,
USA

Message from the Editor-in-Chief

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Contact Us

Foods Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
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