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# **Issues and challenges in utilizing natural antioxidants as food ingredients in functional food: a case study of bread**

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Functional food is one of the major trends in today's food industry, driven by the consumers' increased consciousness of health and its relationship to food. Natural antioxidants have been shown to possess attractive health benefits. Incorporating natural antioxidants into food products may help to convert many traditional products into modern functional food items. However, it is a challenge to do so and there are various issues to be addressed. In this presentation, the potential issues and challenges are highlighted through a case study where natural green tea antioxidants were incorporated into bread, including the stability of the active compounds as well as their interactions with the other components of the matrix impacting on the product quality.