

Abstract

This bachelor thesis addresses the issue of increased demand for foods with a high protein content on their packaging. The theoretical part describes the role of proteins in the body, their biological value, and it also names suitable sources of protein for the human body, including the protein content of common foods. There is a particular chapter dedicated to sportspeople and protein supplements. The requirements of the Czech legislation on food with a statement concerning proteins or the name protein itself are given at the end of the theoretical part.

The bachelor's thesis aimed to find out the exact offer of foods with the protein label or with a claim related to proteins, evaluate these foods, and determine the awareness of such labelled foods in the general population.

The practical part first deals with foods labelled with protein or claims about proteins freely available in the most standard supermarkets. The survey was conducted by visiting the six closest supermarkets while listing all foods with some protein claims. A total of 363 pieces were recorded. Furthermore, the most visited supermarket was evaluated with the help of registered sales and foods with the protein label found in this particular supermarket were analysed. The amount of protein of each food was commented on, and the nutritional benefit of the food was evaluated. At the end, a quantitative non-standardized questionnaire was used to survey public awareness of foods labelled with the word protein. A total of 498 respondents of various ages, education and sports activities answered the anonymous questionnaire.

The results proved a high frequency of foods indicating protein content. Food analysis has shown that all foods comply with the protein legislation. The work could have been distorted by the study of food from only one supermarket. Both naturally rich protein foods and protein-fortified foods were labelled in this way. A whole quality source of protein did not include all cases of the enrichment of the food. A comparison of foods showed that the protein version had a higher protein content. Still, the sugar, fat and total energy content were very similar, and therefore the protein version with a protein claim cannot be necessarily described as "healthier".

It cannot be said if the public is aware of foods labelled with protein. The results of the questionnaire in this regard indicated that roughly half of the requested people are interested in nutrition and is mindful of what these labels mean and therefore choose to consume it or not. The results could be distorted by respondents in whose circuit is the author of this thesis.

KEYWORDS: protein, protein foods, sports nutrition, food fortifications, nutrition claims