

Abstract

This thesis focuses on nutritional recommendations as information provided by national and international institutions that they receive to individuals. It can be their activity in society and the creation of educational materials or the opportunity to address them directly about a specific problem.

The theoretical part introduces the topic of general nutritional recommendations, which are designed primarily for the whole society or for a certain group of people (like children, seniors etc.). Finally, the exact topics that are not usually included in the general nutritional recommendations for the population are discussed. These are mainly health conditions where a specific direction of diet is necessary, and the diet has its given restrictions. The topics were selected based on their popularity and topicality in the population. The work analyzes topics such as salt intake in food, iron deficiency, eating disorders, possible nutrient deficiencies in the vegetarian diet, but also metabolic disorders such as phenylketonuria, milk protein allergy or lactose intolerance. Due to the focus on Czech nutritional recommendations, it was drawn mainly from Czech publications of renowned personalities in the field of nutrition, medicine and food, they were supplemented by current scientific studies, which were created in the Czech Republic or abroad.

The practical part focuses on questions sent to selected companies, their answers and recommendations. As a rule, each day e-mail with question was sent to multiple recipients, and most of them responded immediately within a few days. Some respondents were asked more questions.

The research found that most of the addressed medical companies and nutrition institutions provide factual advice and information on individual questions that were sent to them. Only a fraction of companies through online communication did not provide any advice or recommendations neither refer to trustworthy sources where information can be found.