The food of modern society is characterized by the lack of valuable food substances, foremost macro – and nutrients and by the surplus consumption of other nutrients. For the population of Ukraine there is the so-called “hidden hunger” because of a deficiency in the food ration of vitamins. The lack of vitamins is observed at 90% of the population. The unbalanced food of our population is aggravated by unfavourable ecological situation and social tension. The insufficient consumption of microelements and bioactive components cause unfavourable influence on the health of workable population.

The aim of the work is to search and analyse the innovative ingredients that are presently used by the developers and producers of foodstuffs of the enhanceable food value, including the functional and enriched dairies.

While choosing the ingredient, included in recipes of the functional enriched foodstuffs, in particular milk ones, was there were taken into account the scientific criteria of the choice of enriching additions which are elaborated by home and foreign scientists.

Foremost it is necessary to enrich by vitamins and mineral substances foodstuffs of mass consumption, which are accessible for all groups of population and used regularly and everywhere in everyday nutrition. Among them we can distinguish dairy products: dairy drinks, soul-milk foods, curd foods, foods of milk processing, ice-cream, and other foods, containing milk.

An innovative dairy product is got with enhanceable maintenance of vitamins of group В₁, В₂, В₆, В₁₂, РР, that can be recommended to the different groups of the population. The estimation of the product’s quality, and also the determination of the structural and mechanical descriptions are conducted.

The obtaining of new types of the foodstuffs enriched by biologically valuable components will allow to extend the ration of the population. The researches showed not only the economic viability of enriching the dairy products by such additives but also the high efficiency and safety of their use in nutrition.

It is shown that the enriching of milk by vitamins does not influence the cultures of microorganisms that are used for the preparation of the product. The containing vitamins also do not influence the taste, smell, consistency and color of the sour-milk product.

KEY WORDS: functional ingredient, milk, enriching