

Brussels FLAVOURDAY

JUNE 20

THE HOTEL - PARK BALLROOM
BOULEVARD DE WATERLOO
38, 1000 BRUSSELS

THE ROLE OF FLAVOURINGS IN THE FUTURE OF FOOD

Flavourings are ingredients that bring taste and variety to food. They also bring more than that to our lives! Far from being a new process, mankind has been adding flavourings to food since the earliest of times and this tradition has been handed to us from generation to generation. Now, the 21st century is facing new food challenges, consumers around the world increasingly inform themselves on how they should eat while R&D center's worldwide are doing research on the 'food of the future'.

Flavourings have a lot to offer for a better future. The flavour industry, together with experts, invites you to explore how flavourings can contribute to a conscious, tasty, sustainable and responsible tomorrow.

14:00 h REGISTRATION & WELCOME COFFEE

14:30 h SPEAKERS & INTERACTIVE PANEL

TOPICS:

SUSTAINABLE FOOD

The Food and Agriculture Organization (FAO) estimate that by 2050 the world's population will reach 9.1 billion. How can we feed this growing population without over exploiting the resources on our planet?

CONSCIOUS DIET

More and more people are looking towards a conscious diet, with reduced levels of fat, salt or sugar - without compromising on taste.

CREATIVITY

Passion and innovation are at the core of many industries, and particularly the food industry. What insights can we obtain from the art of combining the right food and flavours?

16:30 h ATELIERS & COCKTAILS
JOIN US ON OUR JOURNEY INTO TASTE.

Enter our flavourings session and learn about the flavours in your life with our networking cocktail and ateliers, which will allow you to become a flavourist or chef for an afternoon. Immerse yourself in the world of flavourings and discover our processes, applications and techniques.

MODERATOR

JACKI DAVIS
Meade Davis Communications

WELCOME

INTRODUCTION BY JEAN ROBELLO
President of the European Flavour Association (EFFA)

KEYNOTE SPEECH

LIDEWIJ EDELKOORT
Trend Watcher

PANEL

MIGUEL ANGEL GRANERO ROSELL
DG SANTE, European Commission, Policy Officer on Flavourings

SVEN BALLSCHMIEDE
International Organization of the Flavor Industry (IOFI), Chair of the IOFI Communication Board

ELISABETTA GARDINI
Member of the European Parliament (MEP), Environmental Committee

REGINA MAISEVICIUTE HAYDON
Expert on consumer research on Food, Senior Food and Drink Analyst for Mintel

CLOSING SPEECH

VIVIANE VIJVERMAN
President of AROMA, the Belgian Association of the manufacturers, importers and users of flavours, essences, extracts and aromatic products.

BY INVITATION ONLY
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