

# Grasse FLAVOURDAY

27 SEP 2018

#Grasse\_FlavourDay

## EFFA SUSTAINABILITY CONFERENCE

The 2018 #FlavourDay tour stops in Grasse. This French city, birthplace of the Flavour and Fragrances industries in Europe, will host the EFFA General Assembly and Sustainability Conference. Sustainability is in the flavour industry DNA, and this conference will be the opportunity to present the flavour initiatives on this topic.

Among our speakers we have representatives of the European Parliament, the European Commission and national policy makers, together with consumer insight experts and representatives of the flavour industry.

Welcome to Grasse for this #FlavourDay to discover the role of flavourings in the future of food.

14:00

### WELCOME

Mr. Antoine Kastler, President of the European Flavour Association (EFFA)

### INTRODUCTORY REMARKS

Mr. Jérôme Viaud, "Maire de Grasse"

### EU POLICY MAKERS: CHALLENGES AND OPPORTUNITIES ON SUSTAINABILITY

Video from Mr. Kestutis Sadauskas, Director of Circular Economy & Green Growth at the European Commission  
European Commission actions on circular economy and the potential for businesses.

Ms. Julie Girling, Member of the European Parliament (MEP) – ENVI Committee  
European Parliament actions on sustainable food.

### SUSTAINABILITY AND THE FLAVOUR INDUSTRY

Mr. Sven Ballschmiede, Executive Director of the International Organization of the Flavor Industry (IOFI)

### CONSUMER EXPECTATIONS & SUSTAINABILITY

Ms. Lu Ann Williams, co-founder and Director of Innovation at Innova Market Insights  
Consumer trends on sustainability.

### CLOSING REMARKS

Mr. Antoine Kastler, President of the European Flavour Association (EFFA)

16:00

### SUSTAINABLE FLAVOURS COCKTAIL

Now is the time to taste sustainability for yourself! The Conference will be followed by a cocktail where we would like you to taste. Bring home examples of different industry initiatives on sustainable flavourings.

17:30

### CLOSING

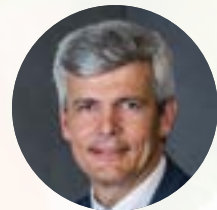
## SPEAKERS & ATELIERS

Among our speakers we have representatives from the European Parliament, the European Commission and national policy makers, together with consumer insights experts and representatives of the flavour industry.

### SPEAKERS

#### **MR. ANTOINE KASTLER** EFFA PRESIDENT

Mr. Antoine Kastler is the Vice President of Flavours at Robertet, a flavour house based in Grasse. He has been in the flavour industry for over a decade and now holds the role of President of the European Flavour Association (EFFA) since 2017. After playing an instrumental role for EFFA as its vice-President for four years.



#### **MR. JÉRÔME VIAUD** MAYOR OF GRASSE

Elected Mayor of Grasse in 2014, Mr. Jérôme Viaud also holds the charge of Deputy Chair of the Departmental Council of the Alpes-Maritimes, where he is responsible for environmental and sustainable development in the region. With almost 20 years' experience in local politics, Mr Viaud has always been very active in the Alpes-Maritimes department.

#### **MR. KĘSTUTIS SADAUSKAS** DIRECTOR FOR CIRCULAR ECONOMY & GREEN GROWTH, EUROPEAN COMMISSION

From November 2014, Mr. Kęstutis Sadauskas has been the Director for Circular Economy and Green Growth at DG Environment at the European Commission. In September 2006 Kęstutis Sadauskas was appointed Head of the Representation of the European Commission in Vilnius. From April 2010 until October 2014 he was Head of the Cabinet of Commissioner Algirdas Šemeta responsible for Taxation, Customs, Anti-fraud, Audity, and Statistics.



#### **MS. JULIE GIRLING** MEMBER OF THE EUROPEAN PARLIAMENT

Julie Girling, was elected as a Conservative Member of the European Parliament (MEP) in 2009 and successfully re-elected for a second term in 2014. She currently sits on the Committees for Environment, Public Health & Food Safety, Agriculture and for Women's Rights & Gender Equality. During her time in the European Parliament she has worked on a number of important legislative files covering areas such as air quality, emissions, food safety, reform of the Common Agriculture and Fisheries Policies, biodiversity, chemicals and animal welfare.

**MS. LU ANN WILLIAMS**  
**DIRECTOR OF INNOVA**

Ms. Lu Ann Williams is the co-founder and Director of Innovation at Innova Market Insights, a global market research firm headquartered in The Netherlands. She manages a network of industry professionals and trend scouts in 70+ countries that contribute to Innova's proprietary market intelligence platform and an analyst team that works with food, beverage, ingredients, flavour and packaging companies on product development, marketing and strategy.



**MR. SVEN BALLSCHMIEDE**  
**EXECUTIVE DIRECTOR OF IOFI**

Sven Ballschmiede is Executive Director of the International Organization of the Flavour Industry. Before joining IOFI Sven had been the Executive Director for the European Flavour Association (EFFA), while simultaneously serving as Executive Director for the German Flavour Association (DVAI) and the German Fragrance Association (DVRH). Prior to his career in the world of associations Sven worked at the International Law Firm Gide Loyrette Nouel in Brussels specialising in International Trade Law and WTO Dispute Settlement.



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## ATELIERS

The conference will be followed by a cocktail where you can sample a few examples of sustainable flavours from the industry. One of the typical flowers from the region of Grasse, orange blossom, will be the star ingredient of our cocktail.

### FROM FLOWERS TO SYRUP

You will get the chance to discover the different types of orange blossom made locally, by LMR in Grasse, and even taste them in our cocktails. You can also be part of the flavourist experience: mix & match yourself and taste different variants of home-made syrups then decide which is the best mixture. You can then take home your own combination in order to keep the memory alive. This will be accompanied by a Fougassette tasting, a local Brioche aromatised with orange blossom water. This atelier is designed and managed by Franziska Josteit, perfume & flavour lover working for an international fragrance house (IFF) for many years.

### GREEN MOTION

This atelier will have 3 applications: Green Motion Vanilla flavours (3 kinds of vanilla flavours in Marshmallow), Timur Pepper (in Chocolate) and Lavender (in Citrus flavoured fruit pectin gelly).

Here you can explore the Timur Pepper and Lavender ingredients with the GREEN MOTION™ tool, which assesses the health, safety and Environment impacts of manufactured ingredients for the Flavour and Fragrance industry on a 0 to 100 scale. They will also show how the Green Motion™ tool can help the flavour profile of a vanilla-flavoured food product and contribute to improve its environmental impact. Our thanks go to Ghislaine Gilliers, Margaux Cavailles, Tony Phan and Dominique Delfaud from MANE.