

EFFA Website and summer cocktail event

EFFA will launch its new website on the 28th of June. On this occasion, a summer cocktail event will be organised to present the new website to the EFFA stakeholders.

New website

As representative of an innovative and creative industry, the European Flavour Association is revamping its website to give it a new and fresh design. The main objective of EFFA's new website is to be the reference source of information relative to the flavouring association but also to the flavouring industry in Europe for both specialised audiences and the general public alike.

Other than the current information and the relevant legislation, we have included new sections to better discover the world of flavourings and explore the flavourings industry. It will be a very visual and appealing website, adaptable to every type of device. The address remains the same (www.ffa.eu), but if you visit it from the 28th of June, you will discover all the new features and remember to bookmark it as we will keep updating it and improving it.

Summer cocktail event

On the occasion of the new website launch we have organised a cocktail event for the Brussels stakeholders such as the EU institutions, other food industry associations, journalists and customers to present them the new website and show how it can be useful for them. Please find below the link to the invitation that was sent to our stakeholders: <https://effawebsitelaunch.eventbrite.com>

A selection of flavoured cocktails and appetizers will be served to our stakeholders during the presentation of the website, showing the different applications of flavourings and its fascinating nature.

If you have further questions, please do not hesitate to contact EFFA at info@ffa.eu.

EFFA Secretariat – 14 June 2016