

EFFA welcomes new member Silesia

From 1 July 2018, the Germany based flavour house, Silesia, will become the 23rd member of the European Flavour Association (EFFA).

Flavour being one of the main criteria for consumers when choosing a food product, the importance of the flavour industry is growing and so is the European Flavour Association.

EFFA President, Antoine Kastler, welcomes the new member: *"We welcomed a new member at the beginning of the year and now it is the turn of Silesia. This shows the dynamism of the association. We now have 23 direct members and many more through our National Associations: ranging from family SME's to stock market listed companies. This wide representation is one of the strengths of EFFA, making us an impactful and reliable partner"*.



Silesia is a German flavour house with a tradition of over 100 years. This family business was founded in 1910 and now, the 4th generation of the family, Clemens Hanke, represents Silesia as its Managing Director.

Mr. Hanke said about joining EFFA: *"We are very happy to become a member of the European Flavour Association/EFFA. We look forward to contribute in the different committees and we welcome this opportunity to be part of a growing association"*. Silesia is also a growing business with over 700 highly qualified employees and production facilities in America, Europe and Asia with subsidiaries in the most important markets in the world.

EFFA MEMBERSHIP

Other ordinary EFFA members are market leaders in the Flavour and Fragrance industry: Firmenich, Givaudan, IFF, Kerry, Mc Cormick, Robertet, Sensient, Symrise, Takasago and V. MANE Fils and around 300 Small and Medium Enterprises (SME's) represented through its 12 National Association members. Diversity contributes to the wealth of the flavour industry and is well portrayed within EFFA.

EFFA Secretariat

2 July 2018

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CONTACT:



Jimena Gómez de la Flor
COMMUNICATIONS DIRECTOR

☎ +32 2 214 20 44
📱 +32 472 29 11 18
✉ jgomezdelafior@effa.eu

ABOUT EFA THE EUROPEAN FLAVOUR ASSOCIATION (EFA)

The original association was established in 1961. EFA's mission is to be the voice of flavourings in Europe, promoting and supporting a Europe-wide strategy on flavourings to the benefit of both the industry and Europe's consumers.

ABOUT FLAVOURINGS

Variety is the spice of life and flavourings help to bring that variety to consumers in a safe, accessible and affordable way. A flavouring is a food ingredient that provides taste to your food. The flavour industry follows a millennia-old tradition combined with state of the art science and a creative passion for food. Discover more in our website www.effa.eu