

## The FlavourDay effect all over Europe

The video of the [#Brussels\\_FlavourDay](#) is now complete. More than one hundred participants including policy makers, customers, food and drink associations and flavour companies gathered together to know more about flavourings and their contribution to the future of food. After the success of this event, other FlavourDays are flourishing around Europe.

### BRUSSELS, LONDON, COPENHAGEN, PARIS, ISTANBUL...

The FlavourDay concept is making its way in many European capitals. Each of the event is different, reflecting the specificities of each national flavour association and its targets, but they all have one thing in common: the celebration of flavours.

Two months after the Brussels FlavourDay, **London** welcomed its FlavourDay. The UK Flavour Association (UKFA) marked its centenary with a glittering gala dinner as part of London FlavourDay at Church House in London on the 21<sup>st</sup> of September. Guests included leading flavour companies, Food & Drink Federation (FDF) representatives and a European delegation from the European Flavour Association (EFFA) gathered to reflect on a century of British flavour innovation and to look forward to what the future might hold for the industry.

Shortly after followed **Copenhagen**. On the 5<sup>th</sup> and 6<sup>th</sup> of October, the Danish Agriculture & Food Council (DAFC) and the Danish Flavour Organization (DFO) hosted EFFA regulatory meetings, and took the opportunity, under the [#Copenhagen\\_FlavourDays](#) title to introduce the European flavour experts to the flavours and trends of the [Nordic cuisine](#).

Next month, on the 16<sup>th</sup> of November, the FlavourDay tour will stop in **Paris**. the [#Paris\\_FlavourDay](#) programme is already available on the [SNIAA](#) website, the French Flavour Association, who is organising it. Customers, students and researchers will have the opportunity to learn more about composition, olfaction, labelling, and other flavour related topics with experts from the industry.

Beginning of next year and on the occasion of their 30<sup>th</sup> anniversary, AREP, the Turkish National Association will celebrate the [#Istanbul\\_FlavourDay](#).

2018 will bring more FlavourDay events. Our Italian and German members are also keen to showcase their own FlavourDay. The flavour journey continues!

### THIS IS HOW IT ALL STARTED...

[#Brussels\\_FlavourDay](#), an event to celebrate flavours and their role in the future of food was the kick-off event of this series of FlavourDays. It was organized by EFFA, together with AROMA (the Belgian Flavour

Association) and IOFI (the International Organization of the Flavor Industry). You can watch now the video of the event, available in our [website](#), [Social Media](#) channels, and even some [European media](#).

This video, which was just released, is an overview of everything that happened at the event: a trend watcher identified the food and flavour trends of the future, and who predicted a revolution of taste in which we will *"move away from sugar and go to tart, to bitter"* which goes very much in line with one of the topics of the day, which was conscious diet and reduction of salt and sugar while still having a good taste.

The main outcome of the day was to have the possibility to talk about flavours, which is a little-known industry and their contribution to the whole food chain, which the attendees could explore in the different ateliers. This is a constant. All FlavourDays have a common objective: the possibility to talk about flavours, to better communicate their role and the solutions they provide and how they are a key aspect of the food culture.

The FlavourDay concept will be presented at the European Association Summit on the 8<sup>th</sup> of March 2018, by Jimena Gomez de la Flor, Communications Director of EFFA who led the creation and development of the concept: *"We are very happy that the FlavourDay is moving and growing, we thank very much all the National Flavour Associations who are organizing an event under this umbrella logo and we encourage others to do so in order to keep communicating about the important role of flavourings and taste in our lives"*.

For more information follow us at:



Or visit [www.ffa.eu](http://www.ffa.eu)

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#### ABOUT EFFA THE EUROPEAN FLAVOUR ASSOCIATION (EFFA)

The original association was established in 1961. its 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.ffa.eu](http://www.ffa.eu)