

EFFA Press release

EFFA has launched its new website on the 28th of June 2016. On this occasion, a summer cocktail event has been organised at the Brussels office to present the new website to the EFFA stakeholders and to invite them to taste the flavour of the industry.



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 and content.

“Communication is important for the food industry and this is a good step in the right direction” mentioned Franz Kraus, from Mondelez. This was highlighted also by the EFFA’s Vice President, Antoine Kastler who said that “the EFFA Board is very committed to communication as a strategic priority”.

This is the reason why the main objective of EFFA’s new website is not only to talk about the association, but to be a reference source of information about the flavour industry in Europe for both specialised audiences and the general public alike. Do you know the process for creating a flavouring? Which are the main professions of the industry? Looking for information on the EC Regulation on Flavourings?

Other than the previous information and the relevant legislation, in the new EFFA’s website is possible to discover new sections to better understand the world of flavourings and explore the flavour industry. You can have a look at it here: www.ffa.eu on your computer, tablet or smartphone. This is just the beginning as the website will be updated and improved with new content on regular basis.

Summer cocktail event

Did you know that violette has a very tasty flavour? Our guests discovered these and other ‘flavour facts’ with the selection of flavoured cocktails served at the presentation of the website organized in Brussels. Other food industry associations and customers had the opportunity to go through the new website during the presentation and on the ipads at disposal, discovering the new sections and how they can be useful for each different target. If you have further questions about the website, the event or just about flavourings please do not hesitate to contact us at secretariat@ffa.eu

EFFA Secretariat – 29 June 2016

european flavour association

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