

## Brussels Flavour Day

THE CONTRIBUTION OF FLAVOURINGS IN THE FUTURE OF FOOD

**On June 20<sup>th</sup> 2017, Brussels will become the 'Capital of Flavour'. EFFA (the European Flavour Association), together with Aroma (the Belgian Flavour Association) and IOFI (the International Organization of the Flavor Industry) are organising an event that will explore the contribution of flavourings to food and beverages, consumer trends of the future, and beyond. An expert panel will discuss these topics and give insights on taste from various angles. Within three interactive ateliers visitors can experience the flavouring story and embark on a journey into the world of taste.**

### AN EVENT THAT WILL TACKLE CRUCIAL NUTRITIONAL SUBJECTS

The 21<sup>st</sup> century is bringing multiple food challenges, consumers around the world wish to be able to follow various diets and food preferences while Research and Developments centers worldwide are researching on the foods of the future. This conference will focus on how to meet those consumer's expectations and policy maker's goals at the same time. Key topics are:

Sustainable food: The Food and Agriculture Organization (FAO) estimates that by 2050 the world's population will reach 9.1 billion. How can we feed the growing population without over exploiting the resources of our planet?

Conscious diet: People are increasingly looking towards a conscious diet, focusing on reduced levels of fat, salt or sugar – without compromising on taste.

Creativity: Passion and innovation form the core of many industries, and particularly the food and beverage industry. What insights can we obtain from the art of pairing food with matching flavours?

### A UNIQUE EVENT INVOLVING THE WHOLE FLAVOUR INDUSTRY

Jean Robello, President of EFFA, highlights the 'uniqueness' of this event. *"For the first time, our industry organises such an event: participants will have the opportunity to listen to an inspiring key note speech and interactive panel, participate in our booths with flavour professionals and go home with their own unique product"*.

It is also the first time that the National, European and Global Flavour Associations organise an event in unison. President of AROMA, Viviane Vijverman, explains that *"working together is very important for us,*

since we all face the same challenges and opportunities, but at different levels. The added value of our industry in these three key topics Sustainable food, Conscious diet and Creativity is exactly the same”.

IOFI President Howard Smith, Jr. is enthusiastic about participating. “The Flavour Day shows the partnership we have at the global, regional and local level in delivering a clear message about the benefits of flavourings.” He adds, “We plan to take best practices from this event and share them with our association and company members around the world.”

### AN EVENT WHICH IS A STARTING POINT

This event serves as kick-off for a series of flavour events. The Flavour Day logo will appear again all over Europe. Next, London will hold its Flavour Day on the 21<sup>st</sup> of September 2017 celebrating the 100<sup>th</sup> anniversary of the [UK Flavour Association](#), followed closely by the [Paris Flavour Day](#) on November the 16<sup>th</sup>. Jimena Gómez de la Flor, EFFA Communications Director, is excited about the impact of the Flavour Day concept: “Our idea was to give it a start in Brussels and inspire the rest of Europe and perhaps even the globe, and it is indeed happening. Also Copenhagen, Berlin, and many more are planning now similar events so keep a close eye on the association’s websites.

More information and the detailed programme at: <http://www.ffa.eu/flavourday>

You can follow the event through the #Brussels\_FlavourDay or through our [LinkedIn](#) and Twitter Account [@EFFA\\_Flavour](#)

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### 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 websites [www.ffa.eu](http://www.ffa.eu) ; <http://www.iofi.org/>