

Virtual FLAVOURDAY

23 NOV 2021

PRO GRA MME

Five years ago, FlavourDays started flourishing in Europe: Brussels, Paris, Berlin, London, Copenhagen, Istanbul, Grasse, Madrid... this year it is time for a full European FlavourDay: **The Virtual Flavourday – A sensorial experience**, on the 23rd of November 2021.

What you will discover: A journey that will explore flavour creation, the role of taste in food choices and discuss solutions to today's hot topics: sustainable choices, balanced diets and enjoyable moments.

Event moderated by Florence Ranson, REDComms

14:00h ● Opening by Mr Antoine Kastler, EFFA Board

KEYNOTE SPEECH

14:10h ● **Food and Drink Flavours: trends & inspirations**

Ms Regina Maiseviciute Haydon, Global Food and Drink Analyst, Mintel

FLAVOUR OF EUROPE

14:30h ● **A peek at the world of taste: Creating together**

Our Flavour Ambassadors have created the #FlavourofEurope and they will guide you through a unique experience.

PANEL DISCUSSION

15:15h ● **When sustainable meets tasty: Can we have it all?**

Nowadays we want to have it all: sustainable, healthy, delicious... and why not?

We will discuss what drives consumer choices and expectations and how to make the healthy choice, the easy choice.

● Ms Alexandra Nikolakopoulou, Head of Unit Farm to Fork Strategy, DG SANTE, European Commission

● Dr Betty Chang, Team Lead of Consumer Insights, European Food Information Council (EUFIC)

● Ms Alice Ravenscroft, Head of Policy, the Good Food Institute

16:00h ● Closing by Marc van der Duijs, EFFA President

REGISTER