

HEAR FROM:

Dr. Bruce Linter
PepsiCo, UK

Sylvie Chartron
Mars, France

Dr. Julian Cooper
British Sugar, UK

Dr. Laith Wahbi
Givaudan, UK

Dr. Eoin Desmond
AllinAll Ingredients, Ireland

Dr. Sam Bernhardt
Lycored, Israel

Dr. Nigel Brunton
Teagc, Ireland

Dr. Sinne Smed
Institute of Food and
Resource Economics
University of Copenhagen
Denmark

Dr. Esther Kalonji
Agency for Food,
Environmental and
Occupational Health Safety
France

Simone Bouman
Purac, Netherlands

Brent Laffey
Prinova – formerly Premium
Ingredients, UK

Raymond Ellard
Food Safety Authority of
Ireland
Ireland

Tracey Sanderson
Sensory Dimensions, UK

Ruth Veale
BEUC, Brussels

FOODNEWS®

NATURAL SUGAR & SALT REPLACERS

REFORMULATING FOOD AND BEVERAGES TO
IMPROVE HEALTH PROFILE AND DESIRABILITY

16-17 NOVEMBER 2011, KINGSWAY HALL HOTEL, LONDON



- ✓ **Reformulate** your products to exploit the booming demand for clean-label foods and beverages
- ✓ **Optimise** your use of natural substitutes such as stevia, herbs & spices and umami ingredients
- ✓ **Retain** your existing flavour profiles, add anti microbial properties and improve health profile of products using new natural replacers
- ✓ **Ensure** your compliance with recent EU regulation on natural ingredients use and labelling
- ✓ **Evaluate** your consumers tolerance of natural replacers based on experimental studies and retail trend data
- ✓ **Network** with food technology professionals to drive forward your reformulation agenda

SUPPORTING PUBLICATIONS

EU FOOD LAW
WEEKLY

DAIRY MARKETS

Register online at: www.natural.agraevents.com

Network
and hear from
global taste leaders!

NATURAL SUGAR & SALT REPLACERS

WHY SHOULD I ATTEND?

- ✓ **Identify** the measures you can take to improve your formulations to work with governments to improve product health profile
- ✓ **Examine** sector specific advancements and solutions for delivering sugar and salt reduction
- ✓ **Determine** the emerging trends on communicating reformulation to consumers
- ✓ **Explore** the effects on you of recent EU legislation on natural ingredients and product labelling
- ✓ **Forge** industry partnerships to enable you to effectively use natural sugar and salt substitutes

WHO SHOULD ATTEND?

Heads of Research and Development, Heads of Innovation, Heads of Nutrition, Heads of Consumer Insights, Heads of Quality, Product Development Managers, Senior Researchers, Scientific and Regulatory Affairs Managers, Claims Substantiation Managers, Food Policy Advisers, Public Affairs and Health Department Managers, Food Technology Consultants

FROM:

Food Manufacturers, Beverage Manufacturers, Ingredients Manufacturers, Retailers, Flavouring Houses, Food and Beverage Technology Companies, Food Research Institutes, Government Agencies and Food Technology Consultancies...



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Industry Decision Makers + You

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Contact Sarah Harding: sarah.harding@informa.com, +44 (0)20 7017 7566.

DAY ONE:

WEDNESDAY 16 NOVEMBER 2011

08.30 Registration and Welcome Coffee

09.30 Opening Remarks from the Chair

REFORMULATION: GOVERNMENTS AND MANUFACTURERS

09.40 **The Changing Drivers for Food And Beverage Reformulation**

- Determining reformulated product categories that are demonstrating mass market uptake
- Exploring competitive and government pressures involved in food and beverage reformulation
- Examining implications of failing to reformulate on different market sectors

Dr. Bruce Linter, R&D Long Term Research Manager
PepsiCo, UK

10.20 **PANEL DISCUSSION:
Exploring Voluntary And Soft Touch Government Approaches To Reformulation**

Dr. Esther Kalonji, Assistant Head of Unit, Nutritional Risk Assessment, **Agency for Food, Environmental and Occupational Health Safety (ANSES)**, France
Raymond Ellard, Audit and Compliance Director
Food Safety Authority of Ireland, Ireland

11.00 Networking Break

REFORMULATION: TARGETING TODAY'S CONSUMERS EFFECTIVELY

11.30 **Consumer Communication Strategies On Product Reformulation**

- Exploring the reasons consumers reject product reformulations
- Matching regulatory and manufacturer requirements on consumer communication
- Balancing the risks of reformulation with the benefits of open communication

Sylvie Chartron, Public Affairs Europe Manager, **Mars**, France & Vice Chair Diet Task Force, **Food Drink Europe**, Brussels

NATURAL SODIUM REDUCTION STRATEGIES

12.10 **Improving Flavour, Shelf Life And Health Profile With Seasonings**

- Exploring the complexities of reducing sodium in seasoning blends
- Examining the technical challenges of restoring flavour using seasonings
- Quantifying the natural ingredient advantage of reduced sodium seasonings

Dr. Eoin Desmond, R&D Manager
AllinAll Ingredients, Ireland

12.50 Lunch

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14.15 Natural Salt Replacers: Preservation Of Processed Foods

- Examining the complexities of natural salt replacers that optimise shelf life
- Reviewing the usage of natural salt replacers for preservation
- Matching natural salt replacers based on optimal product categories
Simone Bouman, Manager Business Development Food EMEA, **Purac**, Netherlands

14.55 Networking Break

UTILISING UMAMI IN SODIUM REDUCTION

15.35 Natural Umami Ingredients: Drawing Inspiration From Japanese Culinary Traditions

- Exploring how umami can help to compensate for the loss in taste quality in low sodium applications
- Countering the belief that taste enhancement is all about MSG or IMP/GMP
- Investigating the Japanese kitchen to discover new natural ingredients and molecules that enhance taste
Dr. Laith Wahbi, Global Product Manager, Savoury **Givaudan**, UK

16.15 Using Natural Umami And Kokumi Ingredients As Flavouring Enhancers To Compensate For Flavour Loss

- Exploring umami and kokumi flavour characteristics
- Replacing artificial flavours and enhancers using umami and kokumi ingredients
- Changing the focus to attaining "full flavour" in sodium reduced foods
- Rebalancing flavour profiles with the use of umami and kokumi ingredients
Dr. Sam Bernhardt, Director New Food Ingredients **Lycored**, Israel

16.55 Closing Remarks From The Chair

17.00 End Of Day 1

DAY TWO

THURSDAY 17 NOVEMBER 2011

08.30 Welcome Coffee

09.30 Opening Remarks from the Chair

REFORMULATION: REGULATION, LABELLING AND PENALTIES

09.40 EU Regulation Focus: Incentives to Create Healthier Options

- Exploring how the EU Regulation on food information to consumers can help drive reformulation
- Examining how the Regulation on health and nutrition claims creates incentives for reformulation
- Examining self-regulatory measures including manufacturers commitments to the EU Platform on Diet, Physical Activity and Health
Ruth Veale, Head of Department - Food, Health & Environmental Safety, **BEUC**, Brussels

10.20 Financial Penalties On Unhealthy Foods

- Exploring manufacturer attitudes and resulting reformulation strategies
- Assessing the problems with the design and implementation of fiscal penalties
- Exploring practical examples of the effects of fiscal penalties on reformulation
Dr. Sinne Smed, Assistant Professor, Institute of Food and Resource Economics, **University of Copenhagen**, Denmark

11.30 Networking Break

TECHNICAL CHALLENGES IN REPLACING SUGARS NATURALLY

12.00 The Challenge Of Naturally Replacing Sugar In Food And Beverage Products

- Providing an overview of how sugar delivers its many functions
- Presenting the challenges of replacing sugar with natural alternatives in different product sectors
- Highlighting the other factors to consider when using natural sugar replacers
Dr. Julian Cooper, Head of Food Science, **British Sugar**, UK

12.40 Stevia: Sensory Effects Of Reformulation Using Natural Replacements

- Exploring the potential of achieving required taste profiles using stevia products
- Assessing new opportunities for development of stevia to replace sugar
- Identifying the limitations of stevia within certain products and related complexities of use
Brent Laffey, Global Product Manager **Prinova - formerly Premium Ingredients**, UK

13.20 Lunch

14.35 Developing Consistency In Beverage Reformulation

TBC, **Kerry Ingredients**, Ireland

CONSUMER TRIALS ON REFORMULATED PRODUCTS

15.15 Sensory Acceptance Levels Of Reduced Sugar And Salt Reformulated Products

- Measuring the impact of salt and sugar reduction on flavour and texture
- Predicting the impact of reformulation on key preference drivers and product acceptability
- The role of new sensory methods in new product development
Tracey Sanderson, Senior Manager **Sensory Dimensions**, UK

15.55 CASE STUDY: Consumer Tolerance Of Herbs And Spices As Flavour Replacers

- Evaluating consumer attitudes to salt in ready meals
- Exploring the effect of reductions in salt on sensory perceptions of ready meals
- Assessing the application of herbs and spices for reduction of salt in ready meals
Dr. Nigel Brunton, Senior Research Officer **Teagc**, Ireland

16.35 Closing Remarks From The Chair

16.45 End Of Conference

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TERMS AND CONDITIONS

FEE: The fee includes lunch, refreshments and conference documentation, as available.

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PAYMENT: Payment should be made within 14 days of registration. All registration fees must be paid before the event.

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Booking Option	No	Fee	VAT @ 20%	Total
Registration before 7th October 2011		£1095	£219	
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