

WEDNESDAY 24 OCTOBER

10:00 > 11:00

Guided tour ALTERNATIVE INGREDIENTS

Are you sensitive to sustainable development, curious to discover new superfoods or fond of vegetable proteins and other food alternatives? These guided tours are made for you!

Speakers: NUTRIMARKETING

10:15 > 11:10

New sensory experiences translated in

Motivated by curiosity, 45% of consumers in the world love to try new flavours. Therefore a trend exists for new sensory experiences through the blending of tastes, scents, colours textures.

Speakers: Estelle Petit (R&D Manager, Centre de Recherche de l'Institut Paul Bocus), Laurence Bethines (Director of the department Trends et innovation, Team Creatif) et Marine Perez (Structural designer, Team Creatif)

11:10 > 11:40

New taste ingredients

Discover the aromas, textures and colours innovation that the exhibitors have to offer.

Speakers: Christian Benedict (Sales manager, France MicVac), Patrick Pawlack (Sales Manager, Materne Industries)

11:40 > 12:40

New fast-food/slow-food concepts translated in

As all distribution channels, foodservice is changing and new concepts are constantly emerging. The frontier between table dining and fast food is getting thinner: whatever the concept, people want quality and time to enjoy it.

Speaker: Marie-Pierre Membrives (Founder at TASTEBUDS Consulting)

14:00 > 15:00

Guided tour NEW HEALTH ALTERNATIVES

Our experts will assist you in discovering the Alternativ 'Food Forum!

Free from products, special diets products, organic products ... Many solutions and alternatives proposed by manufacturers to meet the new expectations of consumers who are looking for a healthier diet. We will help you to understand this underlying trend during this Health Tour in the heart of the Alternativ 'Food Forum.

Speakers: ATLANTIC SANTE

14:00 > 15:00

Healthy snacking, the new norm? translated in

Healthy snacking is growing fast and represents a source of innovation for the agri-food industry. Based on a dietary intake that is both fast and nomadic, this way of consuming has to meet two criteria: dealing with time constraints while offering nutritional benefits.

Speakers: Isabelle Kaiffer (Consumer and Shopper Insights Director, Nielsen), Pascale Hebel (Director of consumer and business unit, Credoc), Nathalie Hutter-Lardeau (Founder of Atlantic Santé)

15:00 > 15:30

Health and pleasure: new health and delicious product offers translated in

Gone is the age where healthy products have to be unappetising to be believed to be effective, an age where to get the best benefits you need to eat unpleasant dishes. The trend now is "healthy sexy" made up of healthy and tasty products that are attractive and balanced... good and even better!

Speaker: Anne-Claire Paré (CEO, Bento)

15:30 > 16:30

Aiming at nutritional, organoleptic changes: less sugar, fat and salt intake

What nutritional and organoleptic modifications do manufacturers and producers make to best answer nutritional recommendations?

Speakers: *Philippe Legrand (Professor, Director of the laboratory of Nutritional Biochemistry, Agronomic University, Rennes, France), Ryan Xue (Deputy Secretary General, ACNG), Quality Manager Auchan Retail*

16:30 > 17:00

Regulations: Novel Food/Aromas

Innovation is a key tool for food business operators.

Nevertheless innovative products are likely to fall into the scope of a strict European set of rules applying since 1997 to 'novel foods'.

Speaker: *Katia Merten-Lentz (Partner at Keller and Heckman)*