

EFA welcomes McCormick as new member

Since 1 January 2018, the European Flavour Association (EFA) has a new full ordinary member, McCormick & Company. This brings EFA membership to 22 companies and National Associations.

This recent addition shows the dynamism of the Association, which has recently elected a **new Board** and is raising its profile on communication and public affairs with a series of **events all over Europe**.

Alexander Mohr, Executive Director of EFA, welcomes an additional company to the EFA family: *"It is a pleasure to welcome McCormick and to keep growing. We already had McCormick representatives as guests in the last EFA General Assembly and we are sure that they will be an asset in advancing the Association's mission and goals across Europe"*.



Nikolay Ermakov, Marylène Jumel and Donato Creti from McCormick with Alexander Mohr, EFA's Executive Director

McCormick is a global leader in flavour, with \$4.4 billion in annual sales and employing more than 11,000 people. Nikolay Ermakov, Vice President R&D, McCormick Europe, Africa and the Middle-East said that the company *"is proud to have joined EFA this year as an Ordinary Member. EFA is a recognized and influential trade association in the European Flavour industry and we believe that with our significant global expertise in the fields of flavour science and regulatory matters, we will add our expertise and insights to EFA projects"*.

EFA MEMBERSHIP

McCormick is well rooted in Europe, and is part of three national EFA associations. The company is present in more than 150 markets and territories around the globe, including in Europe, with a leading role in Italy through the Florence based flavour company Enrico Giotti SpA.

Other ordinary EFA members are also market leaders in the flavour and fragrance industry: Firmenich, Givaudan, IFF, Kerry, Robertet, Sensient, Symrise, Takasago and V. MANE Fils and around 300 Small and Medium Enterprises (SME's) represented through the 12 National Association members. Diversity contributes to the wealth of the flavour industry and is well portrayed within EFA.

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ABOUT EFFA THE EUROPEAN FLAVOUR ASSOCIATION (EFFA)

EFFA's mission is to be the voice of flavourings in Europe, promoting and supporting a Europe-wide strategy on flavourings to the benefit of both the industry and Europe's consumers. The original association was established in 1961.

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 website www.ffa.eu