

The FlavourDay roadshow stops in Istanbul

The first 2018 stop for the celebration of flavourings tour #FlavourDays was a success. The #Istanbul_FlavourDay took place on the 21st of February 2018, together with the 31th anniversary celebration of AREP, the Turkish Flavour Association.

FROM BRUSSELS TO ISTANBUL...

The FlavourDay brand is making its way through Europe, and this time has stopped in Istanbul to highlight and celebrate the long standing Turkish tradition on flavourings. With more than 100 attendees, the event was a success. It combined scientific and regulatory presentations with a classic on #FlavourDays: tasting stands where attendees could experience themselves the passion for flavourings.

The #Istanbul_FlavourDay was organised by AREP, the Turkish Flavour Association. AREP was founded in 1987 by three entrepreneurs and has grown to 24 members from 15 companies since then. Murat Yasa, AREP President, was very satisfied with the outcome of the event: *"This FlavourDay was very fruitful for the AREP membership. To have the opportunity to be informed and to exchange with the authorities and other partners is key to the good functioning of the industry"*.

Antoine Kastler, EFFA President, highlighted also the long history of AREP: *"More than 30 years of tradition have to be celebrated, this is the spirit of the FlavourDays, sharing with our members and main stakeholders the beauty of our profession"*.

The program of the event included two speakers from the Turkish Ministry of Food, Agriculture and Livestock who explained the details of the flavouring legislation in Turkey, which follows closely the EU Flavourings Regulation.

EFFA contributed with two presentations: Jan Demyttenaere, EFFA Scientific and Regulatory Affairs Director, gave an update on the European Union regulatory issues and EFFA Communications Director, Jimena Gomez de la Flor, discussed the importance of speaking up for flavourings.

One of the main outcomes of the day, similarly to other #FlavourDays around Europe, was the discussion on food trends, and what drives consumer's choice. Emma Schofield, Global Food Science Analyst for Mintel, highlighted the crucial role of flavourings: *"Where food and drink are concerned, taste is king. Taste and flavour are consistently ranked as one of the most important, if not the single most important attribute to consumers, when buying food and drink"*. This was followed by an interactive panel, which dived deep on the role of flavourings in consumer's choice, with professionals from the industry and the academia providing their insights on the topic.

POMEGRANATE DELIGHT

From the logo to the tasting session, passing through lunch and decoration, one flavour outstood the others: pomegranate, a typical Turkish fruit. To feature the local and traditional flavours is also one of the objectives of the FlavourDays and its variety, allowing each country to celebrate with pride its characteristic flavours and share them with its international partners.

This was also highlighted with the application and tasting session that closed the event, featuring classic Turkish flavours, with innovative twists, showcasing the creativity of an industry which have its roots in extracts and processes used hundreds of years ago coupled with state of the art technology and more than 10% of its turnover invested in R&D.

The FlavourDay concept was shortlisted for several European awards and will be presented as a success case study at the European Association Summit on the 8th of March 2018, and at the World Congress Association on the 13th of March 2018, by Jimena Gomez de la Flor, Communications Director of EFFA who led the creation and development of the concept.

For more information and pictures: <http://effa.eu/flavourday>

#FlavourDays



Or visit www.effa.eu

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ABOUT THE EUROPEAN FLAVOUR ASSOCIATION (EFFA)

The original association was established in 1961. its 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.

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.effa.eu