

The logo for London Flavour Day 2024. 'London' is in orange, 'FLAVOURDAY' is in purple and blue, and '8 APR 2024' is in a smaller font to the right.

London 8 APR 2024
FLAVOURDAY

The logo for the UK Flavour Association. 'the' is in a small font, 'UK' is in red, 'flavour' is in red, and 'association' is in black.

the **UK flavour**
association

The UK Flavour Association presents:

The London Flavour Day 2024

8th April 2024 | 10:00-15:00

The Wellcome Collection, London

REGISTRATION NOW OPEN

Join the Flavour industry for an inspiring day of talks to gain insights into the crucial role of flavour in the food choices we make, as well as how the industry can champion the path to increased sustainability.

Our morning session brings together three leading research psychologists who will help us understand individual differences in taste perception. The session will also examine the functional role of flavour and the sensory experience and finish with a dive into the importance of food variety and the multi-sensory impact of multi-component foods.

After lunch, the ever-pressing need to become more sustainable - and how businesses can achieve that - is our focus, with B-Corp & EcoVadis certification case studies, green chemistry and citrus waste upcycling amongst the inspiration to take away.

The day will be of interest to those working in all aspects of the flavour industry value chain - from supplier to customer; regulatory, creative, sales and management, as these key drivers of our industry are put under the spotlight.

Tickets:

Two complimentary tickets per member company.

Additional tickets are:

£50 plus VAT for UK Flavour Association Member Company employees

£100 plus VAT for Non-Members

Booking and payment can be made via this link until Tuesday 2nd April.

<https://evenium.events/flavour2024/>

Contact: Julie Young | secretariat@ukflavourassociation.org | 01483 275411

www.ukflavourassociation.org



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SPEAKERS CONFIRMED TO DATE:

- ◇ Professor Martin Yeomans, Professor of Experimental Psychology, University of Sussex.
- ◇ Professor Jeff Brunstrom, Professor of Experimental Psychology, University of Bristol.
- ◇ Dr Laura Wilkinson, Associate Professor, School of Psychology, Swansea University.
- ◇ James Smith, VP & Managing Director, Kalsec EMEA.
- ◇ Professor Avtar Singh Matharu, Senior Lecturer in Chemistry, University of York; Deputy Director of the Green Chemistry Centre of Excellence; Editor-in-Chief of Elsevier Current Research in Green and Sustainable Chemistry.
- ◇ Helen McNair, Technical Director, Lionel Hitchen

Coffee will be available from 10:00 with talks starting at 10:30

Lunch will be provided - please indicate any dietary requirements when you register.