

# Paris Food Strategies Conference 2013



May 17, 2013 – Hôtel Scribe, Paris



## Among Speakers



Nicole Coutrelis



Wayne Morley



Pierre Rimbaud



Steve Osborn



Per Bendix Jeppesen

Luciana Angelini

# Paris Food Strategies Conference 2013



2<sup>nd</sup> World Conference on

## Sugar & Salt Reduction Strategies

*... "if we want to talk about prevention of metabolic syndrome, obesity and diabetes, we need urgently to talk how to decrease sugar & salt consumption"...*



Dear Colleagues and Friends,

After the success of the first edition of ISANH Strategies World Congress held in 2010 in Malta, the Scientific Committee of Paris Strategies Conferences is pleased to announce the organization of the **2<sup>nd</sup> World Conference on Sugar & Salt Reduction Strategies**. This second edition will be held in **Paris** in **May 17, 2013**.

Most of us enjoy salty taste and sweetness in our in food and drinks. However, **industrials need to find the appropriate balance is a core of wellbeing**.

The success of the food industry in achieving plentiful and efficient supply of cheap and calorific food, which for decades was a key health and social policy objective, has meant that to restore balance and promote optimum health we have to move more and reduce our calorific intake. For many, to replace salt or simple sugars with substitutes is a sideway step and the good news is that there are now some alternatives.

The aim of **Paris Strategies Conferences 2013** is to bring together industrials and academics to **discuss the latest innovations and strategies to decrease sugar and salt level in food & beverage**. The conference is set to provide really exciting insight into the current and future status of sugar and salt reduction in Food & Beverages and the technical application of new ingredients and technologies.

### Salt Reduction Strategy

The reduction of saturated fatty acids but also salt in food supply is complex. Industrials & Public Health need to consider food quality and taste, consumer acceptance, cost and all aspects related to R&D.

The aim of this part of Paris Strategies Conferences 2013 is to bring together industrials and academics to discuss the latest innovations and strategies **to decrease salt level**, in one side and **saturated fat** in the other side, in food.

### Sugar Reduction Strategy: The Stevia Opportunity

During the 4<sup>th</sup> previous editions of Stevia Conferences, the major matter highlighted by industrials was the taste and after-taste of Stevia Products detected by consumer.

This 5<sup>th</sup> edition will highlight the opportunity of Stevia to reduce sugar on food and beverages, but also **to discuss and present the perfect formulation and how to reach the perfect balance**.

### Academics & Industrials Network Session

We will invite academic, experts and industrials to present and communicate about their **latest researches, innovations, process and successes to reduce sugar and salt**.

With this strategic program, we look forward welcoming you in Paris in May.

**Dr Marvin EDEAS** – Chairman of Scientific Committee

# Paris Food Strategies Conference 2013

2<sup>nd</sup> World Conference on  
**Sugar & Salt Reduction Strategies**

## Scientific Program



**8h15 Welcoming of Attendees – Breakfast**

**9h00 Welcome Note**

*Sugar & Salt Reduction Strategies: The Janus Face*

*Impact of Sugar & Salt Reduction on Health and Chronic Diseases Prevention*

*Medico-Economic Impact of Sugar & Salt Reduction in Term of Health Care Costs*

*Pierre Rimbaud, Association SALT, Sodium Alimentaire Limitons les Taux, Paris, France*

## Part I : Reduction Strategies for Salt in Agro-Food Industries

### Session 1: Innovations & Strategies to Replace or Reduce Salt

**9h30 Salt Reduction Technology Innovations**

*The challenges with salt reduction*

*The opportunities that this provides the food industry to innovate and explore new technologies*

*Current innovations – why and where they work and their limitations*

*The future for salt reduction*

*Steve Osborn, Business Innovation Manager, Leatherhead Food Research, United Kingdom*

**10h00 Strategies to Enhance Saltiness in Food Involving Cross Modal Interactions**

*Thierry Thomas-Danguin, INRA, Centre des Sciences du Goût et de l'Alimentation, Dijon, France.*

**10h15 Working towards Nutritional Innovation: Lactosalt replaces the Salt, not the Taste**

*Claire Fraux, Ingredients Project Manager, Armor Protéines, St Brice en Cogles, France*

**10h30 Effect of Composition of Food Matrices on the Mobility and Release of Salt**

*Ana Carolina Mosca, INRA, Centre des Sciences du Goût et de l'Alimentation, Dijon, France*

**10h45 Coffee Break**

# Paris Food Strategies Conference 2013

## Part II: Reduction Strategies for Sugar in Food & Beverage?: The Stevia Challenge



### Session 1: Recent Scientific Advances on Stevia & Impact on Health

#### 11h15 Stevia and its impact on health - Food or Medicine?

*The ethnomedical story about stevia*

*Sugar and its impact on health*

*Stevia sweeteners as a substitute for sugar*

*The use of stevia sweeteners in organic products*

*Stevia as a new drug for the treatment of type 2 diabetes and the metabolic syndrome*

*Per Bendix Jeppesen, Aarhus University Hospital, Aarhus, Denmark*

#### 11h45 Stevia Rebaudiana Bertoni as a Source of Bioactive Compounds

*The effect of harvest time, experimental site and crop age on steviol glycoside content and antioxidant properties*

*Luciana Angelini, University of Pisa, Pisa, Italy*

### Session 2: Stevia Regulation & Market in 2013

#### 12h15 Stevia and Stevia Extracts: The EU Regulatory Frame

*Different status of Stevia and Stevia extracts*

*Authorisation of Steviol glycosides. Their conditions of use*

*How to indicate Steviol glycosides on the label. Tabletop sweeteners and other foods*

*Nicole Coutrelis, Coutrelis & Associés, Paris, France*

12h45 Lunch Break

# Paris Food Strategies Conference 2013

## Session 3: Innovations & Strategies for Stevia Tasteful 2013

14h00 – 17h15

### 14h00 Opportunities and Challenges with Sugar Reduction

*Challenges in reformulating for sugar reduction*

*Sugar replacement ingredients*

*Synergistic sugar replacement blends*

*Sugar reduction technologies*

*The future for sugar reduction*

**Wayne Morley**, Head of Food Innovation, Leatherhead Food Research, United Kingdom

### 14h30 Forecasting nutritional quality strategy in the food industry: which tools for which benefits?

**Eric Chappuis**, Naturalpha, Loos, France

### 14h45 Natural Sweetness without Off-Taste

*Is there a "one-size-fits-all" solution when it comes to taste optimization with stevia?*

*How to optimize the taste profile at desired sweetness with sugar, oligofructose and stevia*

*Smart experimentation gives insight in the trade-off between price, taste and sweetness*

**Matthew de Roode**, Innovation Manager, Sensus, Roosendaal, The Netherlands

### 15h00 TasteSolutions™ Sweetness

**Janine Van Kampen**, Givaudan, The Netherlands

### 15h15 WILD's Innovative Approach to Solving Formulation Challenges with Stevia

**Silke Ortmann**, Products Management Ingredients, Wild, Heidelberg, Germany

### 15h30 Hot Discussion 1: Chocolate & Stevia – The Perfect Formulation

### 15h45 Hot Discussion 2: Targeting Diabetes & Weight Management by Stevia & Stevia Related Products

*Two main questions will be discussed:*

- *Stevia as a powerful antioxidant ingredient to modulate oxidative stress related diseases*
- *The impact of Stevia on the Prevalence of Diabetes and Obesity: A long term vision*

16h00 – 17h00

## Network Session around Snacks & Drinks

### Stevia Tasteful Session: Tasting of Stevia Products -

