

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



2nd 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 **2nd 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 4th previous editions of Stevia Conferences, the major matter highlighted by industrials was the taste and after-taste of Stevia Products detected by consumer.

This 5th 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

2nd 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

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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 domestication and cultivation strategies for Stevia as new promising novel crop

The best genotypes and the best steviol glycosides profile to address the need of the bio-industry

Identify important pre-harvest factors to improve the phytochemical profile and the antioxidant activity of the extracts

Downstream processing

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

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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 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 -



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Registration Form – May 17, 2013 – Paris, France

Registration Form to return by Mail, Fax or Email:

World Stevia Organisation / ISANH - 15 Rue de la Paix - 75002 Paris

Tel: +33 1 55 04 77 55 - Fax: +33 9 72 16 84 14 - wso@wso-site.com

- I would like to register to **Paris Food Strategies 2013** on May 17, 2013. *(Please tick your category)*

	Registration Fees
Academics	<input type="checkbox"/> 445 €
Industrials	<input type="checkbox"/> 815 €

Registration includes conference entrance, two lunches and one abstracts book.

- I would like to subscribe to World Stevia Organisation for one year from payment **135€** without VAT
- A discount of **100€** is allowed to all WSO & ISANH members. **Please tick here if you are member**
- I cannot attend the conference and I would like order **the Abstracts Book** **125 €** without VAT

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