Paris Food Strategies Conference 2013

2\textsuperscript{nd} World Conference on Sugar & Salt Reduction Strategies

5\textsuperscript{th} World Congress on Stevia Tasteful 2013

May 17, 2013 - Hotel Scribe - Paris
Sugar & Salt Reduction Strategies 2013
The Stevia Challenge

Speakers

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

Luciana Angelini, University of Pisa, Pisa, Italy

Per Bendix Jeppersen, Aarhus University Hospital, Aarhus, Denmark

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

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

Nicole Coutrelis, Coutrelis & Associés, Paris, France

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

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

Janine van Kampen, Givaudan, The Netherlands

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

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

Eric Chappuis, Naturalpha, Loos, France

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

World Stevia Organisation

Copyright © WSO 2013
ISBN 978-2-35609-072-0
Stevia Tasteful 2013:
Food & Beverage Formulation – The Subtle Balance

Index

Impact of Sugar & Salt Reduction on Health and Chronic Diseases Prevention ........................................... 5
Pierre Rimbaud

Salt Reduction Technology Innovations .............................................................................................................. 19
Steve Osborn

Strategies to Enhance Saltiness in Food Involving Cross Modal Interactions ................................................. 32
Thierry Thomas-Danguin

Effect of Composition of Food Matrices on the Mobility and Release of Salt ..................................................... 33
Ana Carolina Mosca

Working towards Nutritional Innovation: Lactosalt replaces the Salt, not the Taste ........................................ 38
Claire Fraux

Stevia and its impact on health - Food or Medicine? .......................................................................................... 45
Per Bendix Jeppersen

Stevia Rebaudiana Bertoni as a Source of Bioactive Compounds ..................................................................... 46
Luciana Angelini

Stevia and Stevia Extracts: The EU Regulatory Frame ....................................................................................... 47
Nicole Coutrelis

Opportunities and Challenges with Sugar Reduction ........................................................................................ 53
Wayne Morley

Forecasting Nutritional Quality Strategy in the Food Industry: Which Tools for which Benefits? ..................... 66
Eric Chappuis

Natural Sweetness without Off-Taste ..................................................................................................................... 67
Matthew de Roode

TasteSolutions™ Sweetness ................................................................................................................................. 72
Janine Van Kampen

WILD's Innovative Approach to Solving Formulation Challenges with Stevia .................................................... 73
Silke Ortmann
Dear Colleagues,

On behalf of the Scientific Committee of World Stevia Organisation (WSO), we are pleased to welcoming you today in Paris for the 2nd World Conference on Sugar & Salt Reduction Strategies.

Most of us enjoy salty taste and sweetness in our 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 food and beverages.

**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.

Please find here the speakers presentations. We attract your attention that some speakers don’t want diffuse their presentation. We will send us the document, after authorization, after the conference.

I wish you a great conference.

Dr Marvin EDEAS – Chairman of Scientific Committee
World Stevia Organisation

Abstracts Book Order Form

To order WSO abstract(s) book(s), please fill the membership registration form and send it
by fax to: 0033 9 72 16 84 14 or by email to: wso@wso-site.com

- Sugar & Slat Reduction Strategies 2013 (English)
- Stevia Tasteful 2012 (English)
- Stevia Tasteless 2011 (English)
- Malta Stevia 2010 – Sugar & Salt Reduction Strategies (English)
- First French Congress on Stevia: Scientific & Industrial Perspectives (French)

Unitary Price: 149,50€

Please select the version:

☐ Digital Version or ☐ Paper Version

First name: .....................................................................................................................................................................
Last name: .....................................................................................................................................................................
Society/Faculty: ...............................................................................................................................................................
Street address / PO box: ................................................................................................................................................
.....................................................................................................................................................................................
State / ZIP code: .......................... City: ..........................................................................................................................
Country: ........................................................................................................................................................................
Email: ...........................................................................................................................................................................

Please complete the following blanks to pay by credit card:
I hereby, ..........................................................................................................., authorize Takayama to debit my credit card of total
amount of ....................... by:

☐ Visa ☐ Mastercard

Card number: ..................................................................................................................................................................
Card Holder Name: ........................................................................................................................................................
Expiry date (MM/YY): ........................................ Security Code ..............................................................................

For other means of payment, please contact us.

Signature: ................................................................. Date: .................................................................

Sales Contract

Takayama is authorized to handle all the WSO logistics and payments. All Bank Fees are at your charges. The registration will be validate only when the accounting receive the whole payment. No refund will be given in case of order cancellation.

Copyright: All intellectual property rights in all materials produced or distributed by Takayama in connection with WSO is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.