

NAFFS Announces Flavor Fusions Seminar

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NEPTUNE, N.J.—In-depth presentations on flavor fusion will be featured at the 94th Annual Convention of the National Association of Flavors and Food-Ingredient Systems ([NAFFS](#)), to be held October 22-24 at The Resort at Longboat Key Club, Longboat Key, Fla.

The two-day seminar program features presentations by several outstanding industry leaders. Sunday's program kicks off with Amy Marks-McGee of Trendincite LLC who will identify and analyze a variety of emerging culinary trends with a focus on the fusion of flavors. Next Alan Slesinski of Barry Callebaut North America will provide a unique snapshot of the exotic flavor combinations now being fused with chocolate and discuss what is driving this market creativity. Sunday's program will conclude with Marie Wright of International Flavors & Fragrances who will demonstrate how formulators can challenge convention which leads to new and unusual flavor fusions and discuss how these novel food and beverage products are becoming more mainstream.

Monday's program features Patrick McNamara of Scarinci Hollenbeck who will detail the latest regulatory and legislative issues impacting the industry. Next Suzanne Johnson of McCormick and Company will delve into the inherent correlation between familiarity and acceptance of a food product and how increasing exposure to global cuisine is manifesting in new food and flavor combinations through flavor fusion. The program concludes with Julie Snarski of David Michael & Company who will explore fusion in foods at home and in restaurants and provide some flavor fusion tastings created exclusively for the conference.

In addition to the information-packed presentations, the NAFFS Convention also offers abundant networking opportunities throughout the conference.



NAFFS Convention Presentations to Focus on Flavor Fusion

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Being held October 22-24 at The Resort at Longboat Key Club in Longboat Key, Florida, the upcoming 94th Annual Convention of the **National Association of Flavor and Food-Ingredient Systems (NAFFS)** will feature presentations from industry leaders on emerging culinary trends that focus on flavor fusion, legislative and regulatory issues, exotic flavor combinations, the increasing acceptance of global cuisine, market creativity, fusion with foods at home and in restaurants, and how formulators can challenge conventions for new and unusual flavor fusions.

Among the speakers are Amy Marks-McGee of Trendincite LLC, Alan Slesinski of Barry Callebaut North America, Marie Wright of IFF, Patrick McNamara of Scarinci Hollenbeck, Suzanne Johnson of McCormick and Company and Julie Snarski of David Michael & Company.

Additionally, the convention will offer a chance to learn about other new industry initiatives and network with industry peers. Go to www.naffs.org for more information.
