



FLAVOR EXPO & CONFERENCE

November 13-15, 2018

Harrah's Resort
Atlantic City, NJ, USA

Exhibitor Prospectus

www.Flavorcon.com

The Market

Flavorcon brings together the global food chain from ingredients suppliers, to flavor houses to consumer packaged goods companies.

Experience Flavorcon –

- Where the industry comes together to engage with flavorists, flavor decision makers and product developers
- Attendees are looking for new materials, new flavor partners, unique innovative solutions, technologies and advances in flavor & flavor systems
- Exhibitors & Sponsors participate in product demonstrations with attendees to build their brand & generate new customer contacts & leads



Bringing together attendees from 17 different countries, spanning 6 continents!

“Flavorcon is a great event to get in contact with current customers and new ones.”

9 out of 10 Attendees
are R&D, Flavorists, Management and Marketing

9 out of 10 Attendees
achieved their goals for ingredient discovery,
education and networking

9 out of 10 Attendees
plan to attend next year

Raising the Bar at Flavorcon



The food & beverage market is dynamic and ever-changing as consumers look for products that align with their lifestyles. The flavor industry, along with food & beverage, are constantly adapting to these needs. In 2023, the flavor and flavor enhancer market is expected to reach \$12.8 billion, compared to \$9.2 billion in 2016.

Marked by modernization and globalization, the flavor industry is seeing a rise in natural flavors through biotechnology and sensory-oriented consumers who are looking for meaningful experiences with their foods. In the meanwhile, the industry is faced with skyrocketing raw material prices, high entry barriers and regulatory limitations. How is the flavor, food and beverage industry finding new opportunities in an evolving landscape?

Perfumer & Flavorist's annual Flavorcon Conference & Expo serves and unites the latest thought leaders and innovators in flavor ingredients, science and technology with flavor chemists and developers of flavors, foods, beverages and other flavored fast-moving consumer goods.

Flavorcon offers attendees the opportunity to learn about new ingredients, innovative solutions, technologies and advances in flavor and flavoring system; as well as network with consumer packaged goods companies, R&D, marketers and allied professionals.

Flavorcon is for the tastemakers of food and beverage — where delicious innovation begins!

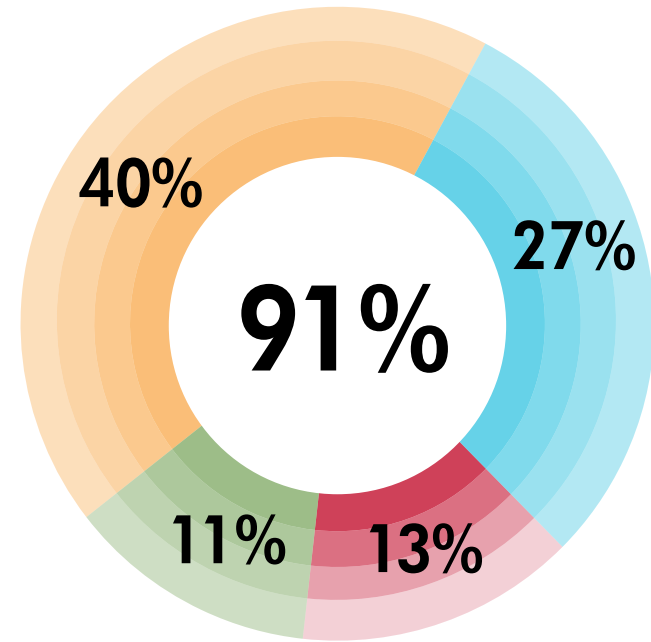
We hope to see you there!

A handwritten signature in black ink that reads "Deniz Ataman".

Deniz Ataman
Conference Director of Flavorcon,
Managing Editor of *Perfumer & Flavorist*

Purchasing Power

7 out of **10** Attendees
approve or recommend products purchased



Business Type

- 40% of attendees work for a flavor manufacturer
- 27% of attendees work for a supplier of Flavor and/or Fragrance materials
- 13% of attendees work for a manufacturer of both flavors and fragrances
- 11% of attendees work at a consumer packaged goods company

What Makes Flavorcon Different?

What attendees say about Flavorcon...

- “The event was very interesting, well structured and well organized. The combination of science, applied science and hands-on knowledge exchange makes it very attractive for practitioners (technical people), marketing, and management alike.”
- “Good scope, variety of presentations with high quality speakers.”
- “Very good for networking with professionals in the Flavor Industry.”
- “I think the exhibition addition to the conference was a real plus.”
- “The tasting sessions were really helpful.”
- “I liked the industry trends and market outlook presentations.”
- “Very good range of presentations, kept it interesting.”
- “Great mix of scientific presentations, ingredient evaluations and networking opportunities.”
- “Good networking and relevant talks... enjoyed the “live” panel tastings.”
- “I felt the program was varied and relevant and very well-tailored to the variety of attendees.”



What Makes Flavorcon Different?



What exhibitors have experienced at Flavorcon...

- “We met the key people who we need to meet in the Flavor Industry.”
- “People coming to Flavorcon are willing to listen & learn, so this event is a must.”
- “Met a lot of new potential customers.”
- “Many of the key flavor people attended the conference.”
- “Our exhibit was well-trafficked and customers were happy to see us again at Flavorcon.”
- “We love the event. We have been thoroughly impressed. We love all of the clients who have been coming, the conferences & keynotes have been great and we would definitely recommend it for next time Don't miss out!”
- “The expo was not only highly thought of by the participants, but also by the exhibiting companies, as they really had the chance to present directly to practitioners.”
- “Flavorcon was a great opportunity to meet new customers and people in the industry.”
- “You really found the niche with this new-type meeting. Congratulations! It was again a very good mixture of science and practical knowledge and very hands-on. Everything was well organized.”

Targets 12,800+ Flavor Professionals across multiple channels



Highlighting...

- Who will be at Flavorcon
- 2.5 days of education covering:
 - Consumer Insights
 - Market Trends
 - Sensory Science
 - Ingredient Innovations
 - Formulation Science
 - Emerging Technologies
 - Product Development
 - Supply Chain Innovations

Must-attend special events at Flavorcon

- Keynote presentations
- Flavor Expo
- Flavor Trivia
- Cocktail Hours



**We look forward to seeing you
at Flavorcon 2018!**

Call Your Representative Today



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