Prospectus

November 11-12, 2019

Duke Energy Convention Center
Cincinnati, Ohio

www.Flavorcon.com
Raising the Bar at Flavorcon

The food and beverage market is more dynamic than ever as consumers look for products that align with their evolving wellness lifestyles and values. The flavor industry, along with food and beverage, are continually adapting to these trends through improved formulations and clean-labeling. By 2023, the flavor and flavor enhancer market is expected to reach $12.8 billion, compared to $9.2 billion in 2016.

Driven by personal and environmental wellness Trends, the flavor industry is seeing a rise in natural flavors, with herbs, spices and blends growing faster with a value of $8.4 billion. Overall, flavors are the largest market of food and beverage ingredients worth $25.3 billion. Next to the US—which accounts for 21% of the global total—China, Japan and the UK are the largest markets. Beverages continue to grow as the largest category, particularly carbonated soft drinks and flavored milks, and confectionery coming in second. Throughout this growth, 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?

Uniting the Industry

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

The event offers attendees the opportunity to learn about new ingredients, innovative solutions, technologies and advances in flavor and flavoring systems; as well as strengthening networks 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 look forward to seeing you there!

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

*All market data provided by FoodTrending*
The Market

*Flavorcon* brings together the global flavor food chain from ingredient 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 and flavor systems
- Exhibitors and sponsors participate in product demonstrations with attendees to build their brand and generate new customer contacts and leads

Flavorcon was a great opportunity to meet new customers and people in the industry.”

– Valued Exhibitor

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
Purchasing Power

7 out of 10 Attendees approve or recommend products purchased

Business Type

- 49% of attendees work for a flavor manufacturer
- 17% of attendees work for a supplier of flavor and/or fragrance materials
- 15% of attendees work for a manufacturer of both flavors and fragrances
- 10% of attendees work at a consumer packaged goods company
- 9% allied to the field

approve or recommend products purchased
What Makes Flavorcon Different?

What attendees are saying 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.”

• “Overall I think the conference was well organized and achieved my expectations. The exhibition was excellent.”

• “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.”

• “I felt the program was varied and relevant and very well-tailored to the variety of attendees.”

• “I thought the sessions were engaging, informative and thought provoking. The networking opportunities were very good and the access to vendors and new ingredients was really great.”
What Makes *Flavorcon* Different?

**What exhibitors have experienced at *Flavorcon*…**

- “We met the key people who we need to meet in the flavor industry.”
- “We were able to present our products to our existing customers as well as to new potential customers. We were able to generate leads and measurable interest in our products. The badges that were given to attendees, which allowed us to scan them for easy documentation was also very helpful.”
- “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.”
- “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.”
Our success is your success. *Flavorcon* marketing targets 13,100+ flavor professionals across multiple channels and delivers over 3 million impressions.

**Highlighting…**
- Two days of education covering:
  - Consumer Insights & Market Trends
  - Sensory Science & Ingredient Innovations
  - Formulation Science & much more

**Our Marketing Reach**
- *Perfumer & Flavorist* Magazine and Daily Newsletter
- Digital and Social Media
- Email Marketing, Trade Partners and Associations

**Why Should You Exhibit at Flavorcon…**
- Build brand awareness
- Demonstrate products to new customers
- Network with flavor industry professionals
- Strengthen your business relationships
- Connect with qualified buyers of ingredients, flavors & more

*The Flavor & Flavoring Market is expected to reach **$29.3 Billion** by 2022.*

Source: [Foodtrending](#)
We look forward to seeing you at Flavorcon 2019!

Call Your Representative Today

PAIGE CRIST
Flavorcon Sales Representative
Phone: 630.344.6060
Email: pcrist@allured.com

OFFICE:
Allured Business Media
336 Gundersen Drive, Suite A
Carol Stream, IL 60188, USA
Phone: 630-653-2155
Fax: 630-653-2192
www.Allured.com