

Paris Food Strategies Conference 2013

2nd World Conference on Sugar & Salt Reduction Strategies

5th World Congress on Stevia Tasteful 2013



May 17, 2013 - Hotel Scribe - Paris



Sugar & Salt Reduction Strategies 2013

The Stevia Challenge

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World Stevia Organisation



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Stevia Tasteful 2013:

Food & Beverage Formulation – The Subtle Balance

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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,

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 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 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

