

PRESS RELEASE

Creating a new sensation: seminar at Campden BRI

There is a growing demand from both government and consumers for food and drink products that support a healthy lifestyle. Trends for 'healthier' products are focusing on reformulation initiatives (e.g. low or reduced fat, salt, and sugar), promoting 'naturally healthy' products, and health and nutrition claims. However, improved health benefits often come with a trade-off on the food sensory experience, or at least an expectation that eating enjoyment will be diminished.

Campden BRI's [seminar](#) *Creating a new sensation: consumer engagement in the health and wellness food and beverage sectoris* (see www.campdenbri.co.uk/new-sensation-seminar.php), which takes place on 10th October, is designed to give an insight into how to enhance consumers' sense of taste and flavour by utilizing extrinsic sensory cues (e.g. colour and sound) and how to convey the healthy message to engage consumers' product experiences.

Key areas to be covered include:

- Insights into opportunities and challenges in healthy food and drink NPD;
- Multisensory design to enhance consumers' product experience;
- Neuroscience inspired multisensory packaging and branding;

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Campden BRI (www.campdenbri.co.uk) provides technical, legislative and scientific support and research to the food and drinks industry worldwide – with a comprehensive “farm to fork” range of services covering agri-food production, analysis and testing, processing and manufacturing, safety, training and technical information services. Members and clients benefit from industry-leading facilities

for analysis, product and process development, and sensory and consumer studies, which include a specialist brewing and wine division.

*** Ends ***

30 June 2014

Notes to editors

1. An accompanying photograph is available from Mr Tim Hutton, Campden BRI, Station Road, Chipping Campden, Glos. GL55 6LD, UK. tim.hutton@campdenbri.co.uk +44(0)1386 842047
2. [Campden BRI](#) specialises in the practical application of technical excellence to support the food and allied industries through analysis and testing, operational support, research and innovation, and knowledge management. It is the world's largest membership-based food research organisation, with over 2400 members from around 80 countries. It has nearly 400 staff based at its three sites: Chipping Campden (Headquarters), Nutfield (Surrey - brewing division), and Budapest (Hungary).
3. Its activities include assuring the safety of food and drinks, [food processing and manufacturing](#) support, [food analysis and testing](#), [training](#) and [publishing](#). Each year it hosts hundreds of business visits and trains around 6,000 people from food and drink companies worldwide. Further information on its activities can be found at www.campden.co.uk
4. Expertise at Campden BRI includes:
 - a. [manufacturing technologies](#) - food processing (heating, chilling, freezing), aseptic technology, [microwave heating](#), [malting and brewing](#), [milling](#), [baking](#) and extrusion technology, and process control and instrumentation, [packaging technology](#)
 - b. safety assurance - including [hygiene and sanitation](#), [microbiology](#) and preservation, processing technologies, analysis and testing (microbiological, chemical), and quality and safety management,
 - c. [product development](#) and quality, [consumer studies](#), market insights, [sensory science](#), [authenticity testing](#), shelf-life evaluation, labelling and [legislation](#)
 - d. [agri-food production](#), ingredients, raw materials, raw material technology,
 - e. underpinning science - [cereal science](#), [microbiology](#), [chemistry and biochemistry](#), molecular biology
5. Facilities at Campden BRI include:
 - a. 3,000 sq m of laboratories for food and drink microbiology, hygiene, chemistry, biochemistry, molecular biology, brewing and cereal science, and packaging technology
 - b. 3,500 sq m food process hall and [pilot plant](#) including malting and brewing, retorting, chilling, milling, baking, hygiene and packaging
 - c. 800 sq m of dedicated training and conference facilities