



## Coated Foods Seminar

Trends, Developments & Efficiency Control

17 - 18 June 2009, Bakel (The Netherlands)  
Including Practical Sessions at CFS

International Speakers from:

CFS, Meneba, Euroma, Innova Market Insights, Griffith Laboratories Europe, National Starch, Beneo-Remy, BK Giulini, Overseal Natural Ingredients, Convotherm and Air Products



**Meneba**



# Course Organisers

Bridge2Food was founded in 2002 to provide research & consultancy services in fast-moving consumer categories based on vegetable proteins and innovation. In recent years, international recognition has led to us developing the International Food Business Network (IFBN) and Global Protein Network (GPN) for the food industry. Besides the different network events Bridge2Food also organises conferences, courses and seminars in specific food categories (such as Healthy & Nutritional Bars) as well as on food for school children and foods geared to elderly people.

## Global Protein Network (GPN)

Bridge2Food is an active partner in creating a Global Protein Network for professionals in research, development and applications related to proteins and food. We are currently running the following programmes for the GPN.

### - Food Proteins Course

These basic Food Protein Courses run every 1 - 1½ years in Europe and in the USA. The courses are designed for relatively young and less experienced food professionals. Food ingredient companies and food manufacturers contribute with lectures during this course.

### - Food Protein innovation (FPi) Conferences

The FPi Conferences are designed for experienced managers involved in the food manufacturing and the food ingredient industries. Senior managers working with food manufacturers, food ingredient companies, food product- and proces-development companies and service companies contribute with presentations and discussions to these events.

## Experiences & feedback delegates

- "Interesting to have all suppliers in one room" (Nestlé, Germany)
- "Program format, the overview of all major proteins, kept the focus on proteins categories and not on the companies of speakers" (General Mills, USA)
- "The organisation was great" (McCain Foods Ltd, UK)
- "Great to have global information about protein denaturation" (Danone, Germany)
- "Good timing and time management of organisation" (Kerry Ingredients, Netherlands)
- "Meet really interesting people and have relevant discussions with them" (Emsland Stärke, Germany)
- "Networking and fun was great!" (Campina, Netherlands)
- "Good quality of speakers and delegates" (Volac, UK)
- "Good balance between information, networking time, freedom to operate as you like and the practical sessions are a real plus!" (Alpro, Belgium)
- "I have a difficult time being overly critical, since this course is so unique" (General Mills, USA)
- "The collective power of all presentations (content)" (Unilever, Netherlands)



## Recognition

A short list of the following food manufacturers have joined the various Global Protein Network events in the past years: General Mills USA, Campbells USA, Campina, Indena, MasterFoods USA, Edelweiss, PB Gelatins, Kerry Unilever, KMC, Danone Nestle, Premium Ingredients, McCain Foods, FrieslandFoods DOMO, Yiotis, Barilla, Nutrition & Sante, Solae, Carlsberg, Arla, Cadbury, Halo Foods, Numico, Rachel's, Puratos, VION, ABF Ingredients USA, SGS Int., DSM, Unifine, Tivall, Volac, Proient USA, VSI, George Weston Foods, Biocatalysts, Novozymes, Tine, AB Enzymes, Palsgaard, Sutas Dairy, DairyGold, IFF, Genencor, National Starch, Roquette, Alleggra, Bouwhuis Enthoven, Perfetti van Melle, VEOS, APC Europe, Symrise, Fonterra, Carbery, Kemin, Lup Ingredients, Cargill USA, Heinz, NIZO, Gelita, Hochdorf, Beneo, Nandi Proteins, and Rousselot.

# Coated Foods Seminar: 17 - 18 June 2009

## Trends, Developments & Efficiency Control

### Seminar Objective

The Seminar "Coated Foods: Trends, Developments and Efficiency Control" is designed to give new ideas for product, process and application innovation as well as for major improvements in the efficiency of production processes and clever ways to control cost.

### Seminar: Content & Network!

This seminar will bring together the know-how and industry experiences on coated foods from processing, product, ingredient and application points of view. The seminar is an excellent platform for networking in and with the coated foods industry.

To improve the networking opportunities, a complimentary dinner is included for all participants of the seminar in a restaurant in Asten-Heusden.

### Who will attend?

This seminar is designed for all those managers who are active in the food industry and who want to get new ideas for innovation in products and processes and for improvement of efficiency of production processes as well as clever ways to control cost. Such as managers involved in:

- > Application Development
- > Technical Service
- > Product Development
- > New Business Development
- > Research & Development
- > Production and Processing

The seminar is relevant for the following food industries:

- > Meat & Meat-free incl. Fish
- > Chicken-based Foods
- > Vegetable Foods
- > Cheese-based Foods
- > Snack Foods
- > Health Foods

And for managers working for:

- > Food Ingredient Manufacturers and Suppliers like Distributors
- > Food Processing Manufacturers

### Co-Host: CFS

The uniqueness of this seminar lies in the combination of the lectures of industry professionals and the practical experience during the seminar at the premises of CFS in Bakel. During the seminar the Technology Center of CFS will be toured. Delegates will see, touch and smell the novel coated foods during the seminar.

### Airport transfers

Please note that transfers from Amsterdam Schiphol Airport to the Hotel in Mierlo can be arranged for all delegates. This will be done through CFS, more information and contact details will be published on our website as soon as possible in April.





# Flexibility in processing performance

## CFS coating, frying and cooking solutions



To benefit from food trends, niche-market openings and seasonal or regional variations, you need to offer quality, value and an appetizing product. CFS coating, frying and cooking solutions give you the capability to respond quickly and cost effectively to new business opportunities. Take the new generation CFS OptiFlour, for example. It delivers benchmark performance in flexibility, yield, productivity, food safety and efficiency.



CFS, Beekakker 11, 5761 EN Bakel, The Netherlands  
Tel. +31 492 349 349, Fax +31 492 349 416, [www.CFS.com](http://www.CFS.com)



# Seminar Day 1: June 17 2009



08.00 – 08.30 hours Bus transfer from Hotel Carlton De Brug in Mierlo to go to CFS in Bakel

08.45 – 09.00 hours Welcome address – **Mr. Gerard Klein Essink, Managing Director Bridge2Food (Netherlands)**

09.00 – 09.15 hours Welcome by **Mr. Arie Kemps, Director Customer Visits & Technology Centre, CFS (Netherlands)**

## Session 1 Market trends

09.15 – 10.00 hours Market Trends – **Mr. Tiago Guerreiro, Marketing & Sales Manager, Innova Market Insights (Netherlands)**

Product innovation in coated foods such as coated meat, chicken, and fish products, vegetable based and coated cheese products is important. What are the learning points from product innovation in the USA, the EU and Asia? How important is the health trend for this sector? What are the recently introduced leading new concepts? How do they look like and what the positioning claims used? Which category is leading in terms of product innovation?

## Session 2 Coatings & Processing Innovations

10.00 – 10.45 hours Coatings systems trends & developments – **Mr. Simon Taylor, Principal Technologist, Griffith Laboratories Europe (United Kingdom)**

An overview of coating ingredient systems and their different end applications. Coating system components will be detailed along with how they are combined for different substrates and end preparation methods to deliver (i) desired texture, appearance and taste of the cooked finished product and (ii) ease & cost of processing on-line. Market trends influencing the development of new coating systems will be introduced and then expanded on in day 2.

10.45 – 11.15 hours Refreshment break

11.15 – 12.00 hours Processing systems innovations – **Mr. Paul Verbruggen, Product Manager Processing, CFS (Netherlands)**

In this presentation you will learn about coated foods manufacturing: floured products, crumb breaded products and battered / tempura products. What are standard coating line set-ups and why, what alternatives are available and what are the consequences for product quality, efficiency and cost? The move from traditional to innovative lines for cooking & frying will be reviewed and evaluated now there's more than 10 years of experience. Innovative processing options in view of consumer health concerns and the search for low-fat coated products will be discussed, such as: where are they coming from, what is possible, what are the complications and what are the savings?



# Seminar Day 1: Wednesday 17 June 2009

## Session 3 Pre-dust and batter innovations

12.00 – 12.45 hours

Considerations and choices in wheat flour for pre-dust and batters –  
**Mr. Gerard van der Hoek, Product Manager, Meneba (Netherlands)**

Wheat flour is natural and versatile ingredient, widely used for pre-dusts and batter applications. In this presentation details will be shared which determine the choice of wheat flour, how variations in processing performance, texture and taste of the end product can be managed with the right choice of wheat flour. The benefits of new pre-gelatinised wheat flours in enabling manufacturers to differentiate in their product formulations.

12.45 – 13.30 hours

**Demo in CFS Technology Center**

Forming - Predusting - Battering - Breeding - Cooking - Frying: Innovative and traditional line set-up.

13.30 - 14.30 hours

**Lunch**

14.30 – 15.15 hours

**Role of (modified) starches in pre-dusts and batters – Mr. Florian Munch, Application Specialist, National Starch (Germany)**

Modified starch is extensively used in coatings as a pre-dust and in batters. More adhesion and crispness can be obtained. In this presentation you will receive an update on starch modification in general and for food coatings in particular. Reasons of usage and future demands on coatings from a starch point of view will be discussed.

15.15 – 16.00 hours

**Applications of rice flours in food coatings – Mrs. Christine Franck, Head of Applications, Beneo-Remy (Belgium)**

Rice flour is an ingredient used for crispness in batter applications. In this presentation details will be shared which determine the choice of rice flour and the textures obtained. Rice flour is also used to reduce oil pick-up. Rice flour is also an alternative for wheat flour in traditional batter formulations.

16.00 – 16.30 hours

**Refreshment break**

16.30 – 17.15 hours

**Herbs, Spices and Flavourings in Batter and Breeding Systems including flavour trends – Mr. Kees den Uijl, Business Development Manager, Euroma (Netherlands)**

The usage of flavour in food coatings is getting more and more popular. It gives the opportunities for variation in appearance and in flavour to a basic product and to follow flavour trends in specific countries. By a flavour or seasoning, a product can be tailored and personalized to satisfy specific needs of the customer. Moreover it gives possibilities to enhance and increase the taste of salt- or fat-reduced products by developing appetizing flavours. Herbs and spices are giving – apart from the taste - opportunities for decoration and colouring of the coated food product and both in a natural way. Flavours and aromas are important to give a specific direction to a taste. Critical success factors for building a seasoning of herbs, spices and flavours for coatings will be discussed, especially the heat stability. Trends in taste will be discussed as well.

17.00 – 17.30 hours

**Discussion & Closing**

18.00 hours

**Leave for active evening programme at Restaurant Pandoer in Asten-Heusden**

22.30 hours

**Bus transfer back from Restaurant Pandoer in Asten-Heusden to Hotel Carlton De Brug**



# Meneba Texturizers

## in batters, predestmixes and clear coatings

Meneba develops, produces and markets raw materials and functional cereal-derived ingredients for bakery products, foodstuffs, animal feed and industrial applications.

Of all the European cereal processors, the company offers the most comprehensive assortment of processed cereal products. Meneba is a customer focussed cereal specialist that commits to continual improvement based on innovation, autonomous growth and acquisitions. Meneba helps you get the best out of cereals.

The demand for convenience food products is rising. This includes crispy snacks based on meat, fish, cheese, vegetables and potatoes. Due to increasing diversity, snack manufacturers and producers of batter and predest mixes are searching for high quality ingredients to control binding, viscosity and water absorption of these crispy layers. Meneba's Texturizers give perfect control over these parameters and they give every product the ideal bite.

### Meneba Texturizers in predest mixes

Batters are difficult to attach to smooth substrates, such as fillets of fish. Systems which use several layers of batter often experience difficulties as the separate layers fail to bind well together. In situations like these a predest is the solution. Predest binds the surface moisture and makes the substrate rougher, which improves the extent to which batter binds to its surface. Meneba Texturizers offer the right functionality, for predest mixes too.

### Meneba Texturizers in batters

Flour is one of the most important ingredients in adhesion and tempura batters and can replace modified starch in clear coatings. Based on the variety chosen and the preparation techniques that

influence the functionality of protein and starch, Meneba offers a complete range of Texturizers for any of these batters.



# Seminar Day 2: Thursday 18 June 2009

08.00 – 08.30 hours Bus transfer from Hotel Carlton De Brug in Mierlo to go to CFS in Bakel

## Session 4 Pre-dust and batter formulations (continued)

08.45 – 09.30 hours Role of acids and alkalines including phosphates - **Dr. Ulrike Fischer, Head of Business Line Bakery / Business Line Meat, BK Giulini (Germany)**

Phosphates shine in chemical leavening systems where acids react with an alkali, typically sodium bicarbonate, to produce carbon dioxide gas in batters. The resulting gas causes the matrix to form an open, honeycomb-like structure that greatly influences texture.

09.30 – 10.15 hours Natural colours: choices and variables in coatings – **Mrs. Fabienne Boukobza-Ravey, R&D Director, Overseal Natural Ingredients Ltd. (United Kingdom)**

New trends and developments in the coating and breaders industry will be discussed, such as: The formulation of coating systems with different colours, Variety of natural Pigments: how to choose the most stable colour formulation? How to enhance colour stability during shelf life of the coating and in the end application? Paprika, how to protect this pigment from heat and light degradation? Colour or Ingredient: Overseal has recently launched its new range of Ingredients from Nature, they impart colour naturally without declaration as additive. This new range will be presented along with examples in coated products.

10.15 – 10.45 hours Refreshment break

## Session 5 Breaders and crumbs trends

10.45 – 11.30 hours Key Market Trends and how they translate to Coating Ingredient systems – **Mr. Bartel Pyckhout, Principal Technologist Griffith Laboratories Europe (Belgium)**

Health, differentiating textures, authentic taste and cost management are amongst some of the key drivers of coated food product development where coating ingredient systems can play a strong role. Specific challenges on the health dimension that will be covered are managing the reduction of salt levels, the control of fat and creating an improved perception of health. The design of coating ingredient systems & associated processing techniques to address these market demands will be presented.

## Session 6 Cooking technologies & innovations

11.30 - 12.15 hours Innovations in cooking technologies – **Mr. Paul Verbruggen, Product Manager Processing, CFS (Netherlands)**

Cooking is an ever growing step in the process of producing attractive products. Essential cooking methods including frying & filtration are explained in this session and the relevant technologies will be reviewed such as: Two zone cooking, horizontal airflow, dewpoint cooking: what does it bring to the product quality, yield and capacity? Three zone cooking with impingement: what is the added value for coated products and non - coated products? Fry-cook versus cook-fry: what makes the difference on yield, crispiness, oil pick-up? Frying & Oil treatment: how to improve oil life time and what aspects to consider.



# Seminar Day 2: Thursday 18 June 2009

12.15 - 13.00 hours Demo in CFS Technology Center  
Forming - Predusting - Battering - Breading - Cooking - Frying: Innovative and traditional line set-up.

13.00 – 14.00 hours Lunch

14.00 – 14.45 hours Reconstitution equipment for domestic and catering kitchens – **Dr. J. Groenen, Managing Director, Convotherm (Netherlands)**  
New trends and developments in the area of cooking in food service and consumer home channels will be shared. What are the important new quality conditions for coated foods to comply with and how can these challenges be met?

## Session 7 Freezing and re Fridgeration trends

14.45 – 15.30 hours Coating of IQF Frozen Products – **Mr. Jon Trembley, Global Cryogenics Centre of Excellence Manager, Air Products (United Kingdom)**

This presentation focuses on the products of Individually Quick Frozen (IQF) products. Innovations in coating and mixing processes mean that food processors can efficiently enrobe and freeze foods as individual pieces to produce value added foods in a highly efficient way.

15.30 – 16.00 hours Refreshment break

## Session 8 Efficiency control

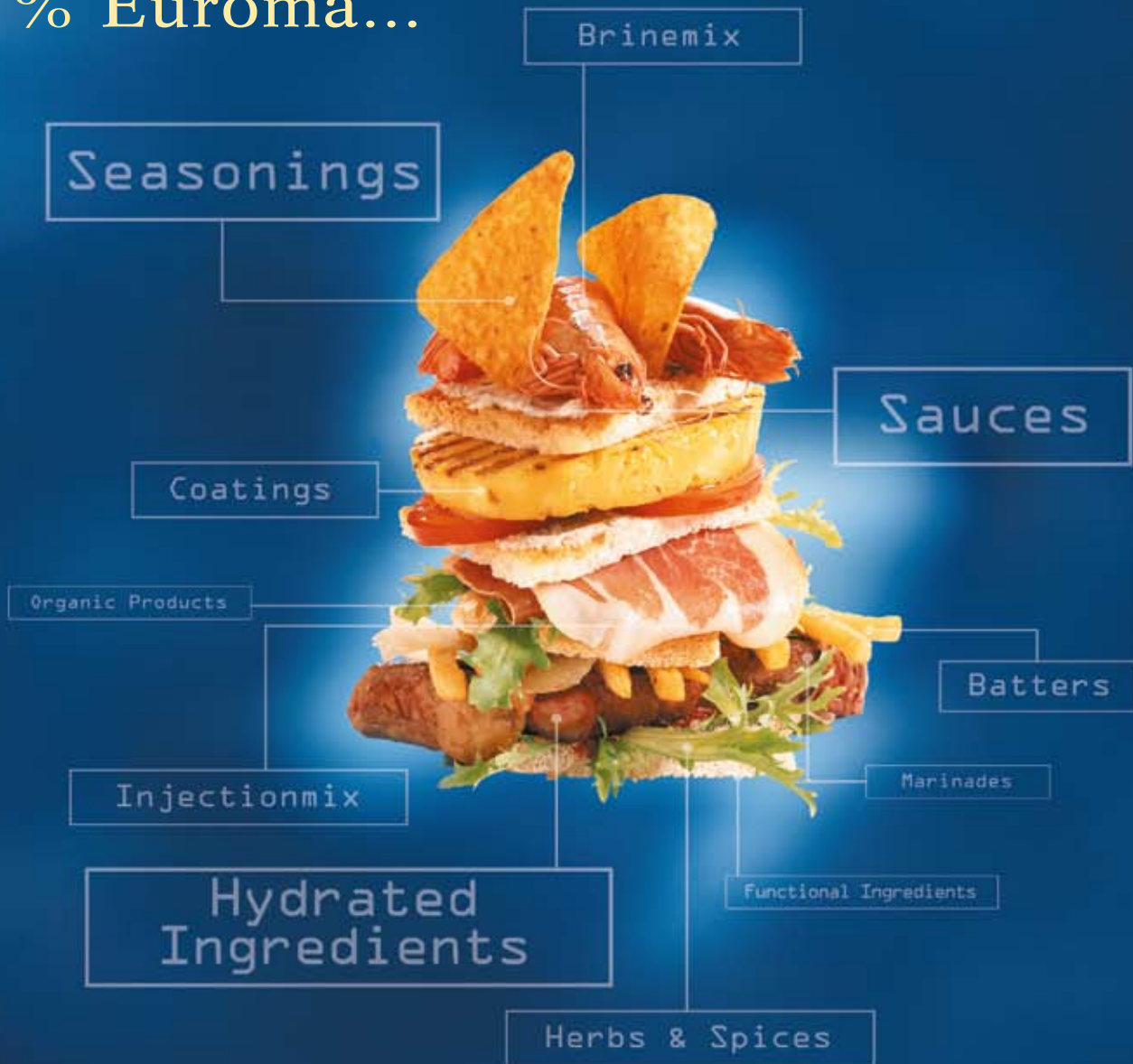
16.00 – 16.45 hours Optimisation of operation cost - **Mr. Jan Hennipman, Manager Business Analysis & Services, CFS (Netherlands)**

The most important challenges in the food industry are: product variety, cost per pack, food safety and environment. All these challenges are cost related and as a next step these costs are represented by investment and operating costs including the raw materials. The manufacturing machinery purchase decision focus is more and more directed to the real operation costs. Consequently machine suppliers do involve themselves in the typical manufacturing cost savings and based on this dedicated process and operation skills are becoming one of the major assets to achieve a preferred supplier position. A good example is a complete value model showing the differences in the total operation costs based on individual machinery up to complete line solutions.

16.45 – 17.00 hours Summary, Conclusions & Closing



# 1% Euroma...



## ...100% Added Value

Euroma has gained a reputation in Europe as supplier of a very wide range of ingredients for the food industry. Euroma's added value consists not only of a wide range... the customer-oriented approach is also unique:

we call it 3-D partnership. The 3 Dimensions are Food Safety, Quality and Service.

Would you like to know more? Ask for the 3D brochure or contact us and we can quickly make an appointment. Please call +31(0)38 - 4473173 or e-mail us at [sales@euroma.com](mailto:sales@euroma.com).



*Commitment - Passion - Purity*

# Speaker Profiles



**Gerard Klein Essink, Bridge2Food (Netherlands)**

Gerard Klein Essink holds a MSc degree in Food Chemistry from Wageningen University in The Netherlands. He graduated in 1988 and started his career at the Agricultural Politics Dept. of Wageningen University as EU manager of an EU project on the technical and economic aspects of chaptalisation of wine. He moved on from 1990 - 1998 various technical, marketing and business management roles at the global food starch company AVEBE, while he finished his MBA marketing education in 1995. He enjoyed the high tides of the Asian tiger economies working from the Singapore AVEBE office from 1994-1998. Business-to-consumer experience was obtained working for the meat-free Nestlé company Tivall as Vice-President Sales in various European markets. In 2002 he set-up PROSOY Research & Strategy, followed by Bridge2Food in 2008.



**Mr. Simon Taylor, Griffith Laboratories Europe (United Kingdom)**

Simon Taylor Bsc(Hons) completed an international diploma in food science before progressing to a Bsc(Hons) Food Quality and Product Development graduating in 1998. The 1 year industrial placement with a leading UK poultry processor allowed him to gain an understanding of food ingredients and it was a natural progression to choose a career in this sector. He joined Griffith Laboratories in 1998 as a food technologist and now holds the position of principal technologist.

The last 11 years have been spent developing coating systems from concept to launch, working initially with UK customers and in recent years with key European and global customers. In the specialist area of coating systems the processing equipment is as important as the ingredients which Griffith Laboratories supplies and it is therefore necessary for the technologist to have an extensive knowledge of both. Simon Taylor lives in Chesterfield (UK) and is 34 years old.



**Paul Verbruggen, CFS (Netherlands)**

Ing. Paul Verbruggen holds a degree in mechanical engineering. After 7 years of various technical-commercial activities in the packaging industry, he changed his working environment towards the food industry. Since May 2000 he is working at CFS, a world leader in delivering solutions for the food processing industry with focus to poultry, meat, fish, seafood and cheese based products. CFS delivers its solutions in the marination, preparation and processing of food products and solutions on automatic packaging and slicing of the products produced. As the product manager for processing solutions Paul translates market trends, consumer needs, process changes, food-ingredient-coating developments, environmental & health & safety regulations into equipment improvements and launches of new CFS solutions or CFS processing equipment. Paul Verbruggen is 43 years old.



**Gerard vander Hoek, Meneba (Netherlands)**

Ir. Gerard van der Hoek has completed his study at the Agricultural University of Wageningen in 1984, degree Human Food Nutrition. After completing his study, Gerard has worked as product developer, subjects chocolates and icecream, at the "Oosterhoutse Zoetwaren fabriek OZF Jamin BV, for a period of 5 years. Following this period, Gerard has worked for 13 years at Zeelandia, an international company that produces and sells bakery ingredients, both for bread and pastry. During this period, he worked as product developer, manager of technical sales and services and the last 5 years as product manager. After this period, Gerard started working at Meneba as product manager for special types of flour which are applied in both the pastry and savoury sector. The last sector includes the batter flours for which Meneba has developed a broad product range in the last 5 years. Gerard van der Hoek is 49 years old and lives in Rotterdam where also the head office of Meneba is located.

# Speakers Profiles



## Florian Much, National Starch (Germany)

Dipl. Ing. Florian Much holds an engineering degree in Food Technology from the Technical University of Berlin. He currently works as an application development technologist at National Starch Food Innovation (NSFI) focussing on texture. Florian joined NSFI in 2003 and after successfully demonstrating his technical awareness in a variety of roles, in 2005 was promoted into the market development department. National Starch Food Innovation is a global leader in speciality starch solutions for the food industry. Clients include major brands and private label food manufacturers around the world. Florian Much lives close to Hamburg with his wife and one child.



## Christine Franck, Beneo/Remy (Belgium)

Dr. Ir. Christine Franck holds a degree in agricultural engineering and a doctoral degree in applied biological sciences at the Catholic University in Leuven. After a two year experience as a QA manager in the distribution of ingredients for food and food supplementation industry, she is working at BENE0-Remy since 2007. BENE0-Remy is a world leader in the production of rice derivatives (rice flour, starches, proteins, bran/germ and functional blends). Rice derivatives are natural, healthy and gluten free ingredients, ideally suited in many applications such as baby food, extrusion and bakery products, soups and sauces, batters and coatings and even in non-food applications such as laundry and paper. As an application engineer she is responsible for giving technical support to customers worldwide regarding the use of rice ingredients in their production process as well as supporting new recipe development. Christine Franck lives in Houthalen (Belgium) and is 32 years old.



## Kees den Uijl, Euroma (Netherlands)

Kees den Uijl studied Food Science and Technology at the Wageningen University and obtained his M.Sc. degree (in Dutch Ir.) in 1983. From 1983 till 1990 he worked as Application Manager at Purac Biochem B.V. and was responsible for new applications for lactitol (sugar replacer) and for lactic acid and lactates and worked together with many food companies in Europe. Since 1990 Kees is working at Royal Euroma B.V., in the first years as Head Product Development and since 1998 as Business Development Manager and is responsible for technological innovations as well as for new application concepts in the area of taste and texture for the customers in the food industry. On this moment Kees is also Innovation Broker (on part-time and temporary basis) for the Food & Nutrition Delta in Wageningen to support and strengthen the innovative power of the Dutch food industry.



## Ulrike Fischer-Nägele, BK Giulini (Germany)

Ulrike Fischer-Nägele holds a Ph.D in Food Chemistry. She studied Food Chemistry at the Technical University of Munich and did her doctoral thesis at the DFA (Deutsche Forschungsansalt für Lebensmittelchemie). In addition she got experience in Food Law and did her approval at the Government Authorities. Her industry career started at Giulini Chemie in the leadership of Technical Service Dairy. At BK Giulini she took over the position for R & D. Since 2 years Ulrike Fischer-Nägele is responsible for the market segments Meat and Bakery of the Business Unit Food.



## Fabienne Boukobza-Ravey, Overseal Natural Ingredients Ltd. (United Kingdom)

Dr Fabienne Boukobza-Ravey has graduated from ENSBANA, a French Engineering School specialised in Food Sciences & Nutrition based in Dijon in France. After gaining her degree Fabienne worked two years in the Flavour Group of Unilever Research Centre both in Colworth House in the UK and also Vlaarding in the Netherlands. This experience in the Flavour area was further strengthened by a PhD at Nottingham University in the Flavour laboratory with Professor Andy Taylor. Fabienne joined Overseal Natural Ingredients after obtaining her PhD in 2002. Over the past six years in the technical department at Overseal, Fabienne has been built up her experience in the natural colour formulations where she has coordinated a wide range of innovative developments projects. Fabienne is now heading the R&D and Application laboratory at Overseal Natural Ingredients Ltd, part of Natraceutical Group.

# Speakers Profiles



**Bartel Pyckhout, Griffith Laboratories (United Kingdom)**

Ir. Bartel Pyckhout holds a degree in agricultural engineering, with specialisation in food technology at the Catholic University in Leuven. After a nine year experience as a field support manager in the development and implementation of functional ingredient blends for the meat industry, he is working at Griffith Laboratories in Herentals (Belgium) since 2006. Griffith Laboratories is a family owned global food ingredients company specialising in the development and production of seasonings, sauces, coating systems and functional ingredients for the food industry.

As a principal food technologist he is responsible for developing tailor made solutions and giving technical support to customers in Continental Europe regarding the use of functional ingredients in general and coating systems in particular. Bartel Pyckhout lives in Zoersel (Belgium) and is 36 years old.



**Jan Hennipman, CFS (Netherlands)**

Jan Hennipman MSc holds a degree in Industrial Engineering & Management at the University of Twente, the Netherlands. He graduated on a theme called "lifecycle costing", which aims to provide clear means to capturing the important cost drivers of production processes. After this period he started working as a business analyst at CFS in Bakel. CFS specialises in performance focused solutions for the food industry. One of his current projects is to deliver tangible evidence where CFS has put its lifecycle performance promise into practice. One of the outcomes of this philosophy is CFS CostFox® which measures the performance of the machine and avoids deterioration in performance over the lifetime. Jan Hennipman lives in 's-Hertogenbosch and is 28 years old.



# Associated Companies



CFS is a world-leading supplier of preparation, marination, processing, slicing and packaging solutions for primarily meat, poultry, fish, seafood and cheese industries. From a single machine or packaging material to a complete production line including software, CFS helps to improve output and reduce operating cost, now and in future. With a global customer support and sales organization and a fully equipped Technology Center to try out equipment, recipes and tooling, CFS is ready to serve requirements from idea to industrial-scale implementation. CFS also offers software for machine, line and factory automation. For more information: [www.CFS.com](http://www.CFS.com).

Contact: Ted Hegeman, Regional Director Western Europe, T: +31 492 349 319, F: +31 492 342 985, E: [ted.hegeman@cfs.com](mailto:ted.hegeman@cfs.com).



Meneba develops, produces and markets raw materials and functional cereal-derived ingredients for bakery products, foodstuffs, animal feed and industrial applications. Of all the European cereal processors, the company offers the most comprehensive assortment of processed cereal products. The board of directors, staff services and a production plant are based in the head office in Rotterdam, The Netherlands. There are also production plants in Wormerveer (NL), Weert (NL), Bossuit (Belgium) and sales offices in Weert (NL), Belgium and Germany.

Meneba has a milling capacity of 1.2 million tons annually, which ranks Meneba as one of Europe's largest cereal processors. With 450 employees a turnover of some 360 million euros is achieved in 50 countries. 10% of this turnover originates from product innovations realised in the past three years.

Cereal products are suitable for numerous applications in the food, feed and non-food sectors. Depending on the required functionality Meneba purchases the right cereals and varieties. Meneba also adds value through its application know-how and an extensive range of milling and other processing techniques. Meneba is a customer focussed cereal specialist that commits to continual improvement based on innovation, autonomous growth and acquisitions.

Contact: Meneba Customer Service, T: +31 (0)10 42 38 000, F: +31 (0)10 42 38 269, E: [customerservice@meneba.com](mailto:customerservice@meneba.com), I: [www.meneba.com](http://www.meneba.com).



Royal Euroma B.V. is a Dutch based high-quality supplier of dry herbs, spices, seasonings, batters and coatings and wet marinades, sauces and other flavourings. As a partner to eminent companies in the food industry and retail, Euroma is one of the leaders in the development of tailor-made solutions. Euroma is continuously engaged in the development of innovations and improvements in quality assurance, production methods and products. Euroma developed a natural steam treatment for herbs and spices as a food safety concept. The steam treated products from this system have a high-quality image in the market. During the last 10 years Euroma had very strong growth in many areas and especially in seasonings, batters and coatings and last but not least Euroma has good expertise in the development of natural, clean label and salt-reduced products.

Contact: Kees Den Uijl, Business Development Manager, T: +31 (0)38 44 73 159, F: +31 (0)38 44 73 108, E: [K.den.Uijl@euroma.com](mailto:K.den.Uijl@euroma.com) I: [www.euroma.com](http://www.euroma.com).

# Seminar Venue & Hotel

## Seminar Venue: CFS

CFS  
Beekakker 11  
5761 EN Bakel

Tel: +31 (492) 349 349  
Fax: +31 (492) 349 416  
E: [info@cfs.com](mailto:info@cfs.com)



This seminar is organised in close partnership with CFS, a world leading supplier of processing and packaging solutions. The Technology Centre of CFS is an excellent platform to discuss innovations and ways for efficiency control as well as a great place to feel, smell and taste innovations from CFS and the other active companies that are giving presentations during this top level seminar. Get in touch with your local CFS contact or contact Arie Kemps, Director of Customer Visits & Technology Center through: Tel: +31 (0) 492 349 301 and e-mail: [arie.kemps@cfs.com](mailto:arie.kemps@cfs.com) and see how you can combine this seminar with discussions and or trials at CFS!

## Seminar Hotel: Carlton De Brug

Carlton De brug  
Arkweg 3 -17  
5731 PD Mierlo  
The Netherlands

Tel +31(0)492-678911  
Fax +31(0)492-664895  
E: [info@debrug.carlton.nl](mailto:info@debrug.carlton.nl)



The unique Carlton De Brug hotel is situated in the southern province of Brabant, The Netherlands, in the town of Mierlo. This country town, in between the region of the Peel and the Strabrechtse Heath, is known for its hospitality and beautiful nature. The hotel contains 149 rooms and suites, as well as 16 fully equipped conference rooms and halls. The Carlton De Brug also contains the largest leisure centre in Europe, allowing guests to enjoy a spinning session followed by a refreshing dive into the pool, or just relax in the Jacuzzi or sauna.

You will quickly feel at home in the elegant and comfortable rooms at Carlton De Brug. We aim to serve, and the service we provide is professional as well as personal. Our Deluxe rooms are well suited for business and leisure guests. All deluxe rooms at the Carlton De Brug enjoy the most modern of amenities, to ensure your stay is both comfortable and memorable.

# Registration & Information

## 4 Easy ways to register!

- > E-mail [info@bridge2food.com](mailto:info@bridge2food.com)
- > Internet [www.bridge2food.com](http://www.bridge2food.com)
- > Telephone +31 30 225 20 60
- > Fax +31 84 832 72 25



## Payment & Cancellation

- > By Credit Card, through [www.bridge2food.com](http://www.bridge2food.com)

If you are unable to attend, a substitute delegate is welcome at no extra charge. Please provide the name and the title of the substitute delegate at least 2 days prior to the course. A refund less 10% administration charge will be made for cancellations received by 3 April 2009 a complete set of course documentation and a 50% refund will be given for cancellation received by 1 May 2009. Regrettably, no refunds can be made for cancellation received after 1 May 2009, a complete set of documentation will however be sent to you.

### *COURSE CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY*

*If Bridge2Food cancels an event, delegate payments at the date of cancellation will be credited. This credit will be available for up to one year from the date of issuance. In the event that Bridge2Food postpones an event, delegate payments at the postponement date will be credited towards the reschedule date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit. This credit will be available for up to one year from the date of issuance. No refunds will be available for cancellations or postponements. Bridge2Food is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. Bridge2Food shall assume no liability whatsoever in the event this course is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this course impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency. Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, Bridge2Food reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.*

## Sponsoring & Exhibition

This highly profiled industry seminar provides your company with a unique opportunity to capture the interest and influence the decisions of a highly targeted audience. Capitalize on this ideal platform to market your services and form strategic relationships through networking! Limited sponsorship and exhibit opportunities are available, including:

- > Distribution of Promotion Materials
- > Table Tops
- > Dinner

To sponsor or exhibit this seminar, please contact Irene Kraak at Bridge2Food: Tel. +31 30 225 2060 or e-mail [ikraak@bridge2food.com](mailto:ikraak@bridge2food.com)



# Seminar Registration Form

Name on badge \_\_\_\_\_

Company / Function \_\_\_\_\_

Mailing address \_\_\_\_\_

City, Postal Code, State \_\_\_\_\_

Country \_\_\_\_\_

Company VAT number \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

## Registration includes:

- > 2 day seminar participation
- > Seminar manual
- > Breaks & Lunches
- > Seminar Dinner 17 June 2009

## The two-day seminar, 17 - 18 June 2009

|  | Price in €,<br>excl. VAT | VAT 19%<br>incl. VAT |
|--|--------------------------|----------------------|
| <input type="checkbox"/> Early Bird registration: Register before 15 May 2009 and obtain a discount of € 300 | € 1,495                  | € 1,779              |
| <input type="checkbox"/> Registration  | € 1,795                  | € 2,136              |

Names of participants: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total Price: \_\_\_\_\_

## Please fill out your credit card details for payment:

Visa     MasterCard     AMEX

Card no.               Expiry date   /

Card Validation Code      *Last three digits on the signature space on the back of your card. For AMEX four digits on front*

please note that there is a 3% surcharge for payments by credit card

Name *(as it appears on card)* \_\_\_\_\_

Signature \_\_\_\_\_

- Return your registration form:
- by fax to: +31 84 832 7225
  - or register on line at [www.bridge2food.com](http://www.bridge2food.com)
  - or just send a short e-mail to [info@bridge2food.com](mailto:info@bridge2food.com)

*You will receive an e-mail confirmation of reception of your registration. We will forward all important event details upon payment receipt.*

VAT# Foodcompanions NL 8177.64.525.B01, Chambre of Commerce Utrecht# 30179741



## FAX

Date :  
Sender :  
  
Company : CARLTON DE BRUG  
T.a.v./ Attn. : RESERVATIONS  
Faxno. : 0031 492 430 470  
**No. of pages : 2**

ONDERWERP/ CONCERNS : RESERVATION HOTEL ROOMS, BRIDGE2FOOD GROUP

Please reserve the following rooms concerning the Booking for Bridge2food which takes place at the Carlton De Brug Hotel in Mierlo - Brabant.

|   |                                     |
|---|-------------------------------------|
| Arrival Date                            | 16 <sup>th</sup> June 2009, 14.00 h |
| Departure Date                          | 18 <sup>th</sup> June 2009, 12.00 h |
| Number of rooms                         |                                     |
| Single including Breakfast € 127,50 p/n |                                     |
| Double including Breakfast € 145,00 p/n |                                     |
|   |                                     |
| Company name                            |                                     |
| Contact                                 |                                     |
| Position                                |                                     |
| Address                                 |                                     |
| Zip Code                                |                                     |
| Place                                   |                                     |
| Country                                 |                                     |
| Telephone                               |                                     |
| Fax                                     |                                     |
| E-Mail for confirmation                 |                                     |

The rates are including:

- Free parking
- Free entrance to wellnesscentre (excluding rental of linen). Swimming pool, whirlpools, jet stream, sauna and Turkish steam bath
- Free entrance to Active Club: Large fitnessclub with cardio and circuittraining
- Free use of Businesscentre with internet and e-mail facilities
- VAT

The rates are excluding:

- Citytax € 1,24 per person per night

Conditions:

All reservations are subject to the Standard Terms and Conditions for the Hotel and Catering Industry. As well the hotel as the client agree to this condition by signing this agreement.

Cancellation conditions:

- No charge will be made for rooms cancelled 24-hours before advised arrival time.
- In case of non-arrival we reserve the right to charge the full cost of accommodation booked for the first night. For unexpected departure, the 24hour cancellation period applies.
- All charges, including those for non-arrival and unexpected departure, must be settled on departure.

The complete conditions are available upon request by the hotel.

**Credit Card Guarantee**

All reservations require credit card guarantee due at time of booking.

|                    |   |
|--------------------|---|
| Credit Card        |   |
| VISA               |   |
| Mastercard         |   |
| AMEX               |   |
| JCB Card           |   |
| Diners Club        |   |
| Name Card Holder   |   |
| Credit Card Number |   |
| Expire Date        | / |

Furthermore:

**Carlton De Brug would like tot draw the clients attention to the fact that we need a signature to make this reservation valid. We would like you to sign this reservation and return it back to us. (fax number 0031 (0)492 – 430470)**

With kind regards,  
CARLTON DE BRUG

d.d. - - 2009

Dave Storm  
Sales & Marketing Manager

Company:  
Contact:

Carlton De brug  
Arkweg 3 -17  
5731 PD Mierlo  
The Netherlands

Contact Us:

Tel +31(0)492-678911  
Fax +31(0)492-664895  
info@debrug.carlton.nl



Jan van Eijcklaan 2 | 3723 BC Bilthoven | The Netherlands  
T: + 31 30 225 2060 | F: + 31 84 832 7225 | Skype: Bridge2Food  
E: [info@bridge2food.com](mailto:info@bridge2food.com) | I: [www.bridge2food.com](http://www.bridge2food.com)

