

A joint Food Club and SCI Food Group evening hosted by the Society of Chemical Industry



Can you taste?

Richard Boughton
CEO, FlavorActiV

Richard Boughton, a Microbiology graduate and former Master Brewer is CEO of FlavorActiV, provider of Sensory Systems to the world's leading beverage companies.



Knowing how well we recognise and also describe different tastes builds our confidence and enables us to appreciate different foods and beverages whether at home or out being entertained. Having these sensory skills to assess product quality in the supply chain before consumer consumption gives brand owners the essential quality control and innovation expertise needed to differentiate their value proposition in the market place.

FlavorActiV, today leads in training and calibrating professional tasters in the beverage industry and is now bringing its expertise to the global food industry. In this talk the speaker will summarise the growth in professional beverage tasting skills over a 20-year period and how this is evolving into the food industry. Attendees will be able to appreciate the common factors in training and calibrating tasters irrespective of the products being assessed. Mention will also be made of work in progress to help those suffering with anosmia which is increasingly recognised as being more prevalent than perhaps was first appreciated.

www.flavoractiv.com



Can virtual reality deliver real world advantage for food brands?

James Read
Director, Giant Peach Design Ltd

James is a passionate entrepreneur with a wealth of creative and technical knowledge in digital marketing. He founded the ethical digital agency Giant Peach in 2005, where he and a team of experts work actively with food and drink industry clients, helping them to leverage the advantages of digital communication to engage consumer communities.

Virtual reality and 360° video are the shiniest new tools in the marketing toolkit. For food businesses, they offer opportunities to engage, educate and entertain consumers and to elevate 'information' to 'experience'. James is going to give you the inside track on today's hottest new marketing trend.

Giant Peach is an ethically focused agency, creating life changing digital solutions and helping businesses that they work with grow through their brand and website.

giantpeach.agency



VENUE

SCI Headquarters
14/15 Belgrave Square
London SW1X 8PS

Nearest Underground Stations:
Knightsbridge or Sloane Square

Networking with food and refreshments at 20:00.

The evening will finish by 21:00.

The fee for the meeting is **£45.00** for Food Club or SCI Food Group members, **£55** for non-members - payable in advance of the meeting to secure booking.

Early booking is advisable as places for the meeting are limited.