

# The F&B Industry in Europe: Current Trends & Issues

## 'Perspectives from a New Yorker Living & Working in the EU'

### OUTLINE

What is Europe?

The Role & Activities of the EU

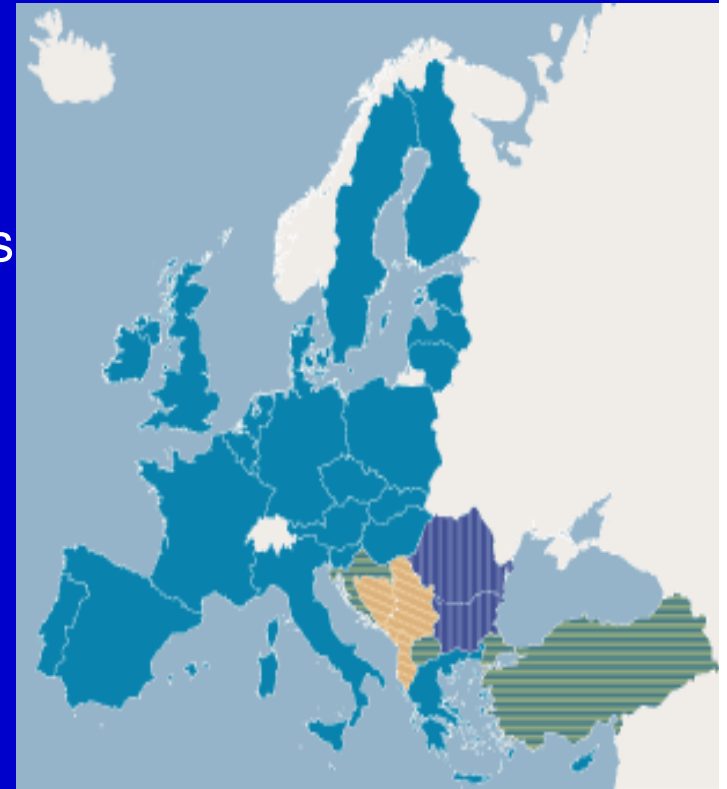
Cultural differences Europe & the impact on Foods

The F&B Markets in Europe:

- Consumer Demographics
- Food Regulatory Affairs Issues
- Current Food Trends / Major Euro-F&B Players
- Retailing / F&B Trade Shows
- M&A / 'Emerging Markets': *Poland & E. Europe*

Summary / Q&A

Sensory Evaluation of some Euro F&B products



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