

FOOD MATTERS *live*



Join us for

TASTES OF BETTER 2024

Ascot

16-17 April | 8-9 October

Manchester

22 May | 19 November

Dublin

5-6 November

The food industry is under increasing pressure to develop products that deliver on taste, affordability, sustainability and nutrition.

Tastes of Better gives product developers across brands, manufacturers, retailers, QSRs and foodservice the opportunity to discover the latest innovations in food drink to help solve the most pressing innovation challenges.

Key benefits to you attending include

- Increase your innovation pipeline and discover unique, immersive tasting opportunities to support your product development.
- Meet the industry leading innovators and explore a range of nutritional, sustainable and affordable solutions in one place.
- Immerse yourself in live tasting sessions to discover first-hand the taste, texture, colour and mouthfeel of new ingredients.
- Learn about the latest market trends through panel discussions with industry leaders.
- Connect with your industry peers and benefit for in-depth conversations with leading innovators.

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