

Travel Discounts

Airfare

A travel discount has been negotiated with United Airlines. United offers discounts off published fares of 2 percent to 10 percent or zone fares. To save an additional 3 percent, book online at www.united.com and enter your Offer Code ZYF9365901 in the Offer Code Box when searching for your flights. Booking online avoids the \$25 service fee collected per ticket through United Meetings Reservations. If booking through a travel professional or United Meetings at 800-426-1122, please refer to Z-Code ZFES and Agreement Code 731567. Attendees from outside the United States may also request a reservation via e-mail at groupmeetings@united.com. Airports: Tampa International (62 miles), Sarasota/Bradenton (8.5 miles)

Car Rental Discounts

Dollar has been appointed the official car rental company for the NAFFS Annual Convention in Longboat Key, Fla. For reservations, call 1-800-800-4000 or you can make reservations online at www.dollar.com. Be sure to use your Corporate Discount # CC1040.

Hotel Reservations - The Resort at Longboat Key Club

NAFFS is no stranger to The Resort at Longboat Key Club - a AAA Four-Diamond, beachfront resort secluded on a barrier island on the Gulf of Mexico. The resort is offering special rates to NAFFS convention attendees. Rates are \$265 for a beach-view room, \$265 for a lagoon-view junior suite, \$285 for a beach-view junior suite; \$410 for a beach-view 1-bedroom suite; \$440 for a beach-view 2-bedroom suite and \$475 for a beach-view deluxe 2-bedroom suite. Visit <https://goo.gl/AQgZkb> to book your room NAFFS Annual Convention or call 800-237-8821. Rooms go fast - book early!

CORPORATE SPONSORSHIP

NAFFS appreciates its corporate sponsors who help underwrite the costs not covered by the registration fees. Becoming a sponsor is easy, affordable and offers your company exposure and recognition leading up to and during the convention. Corporate sponsors are featured in our pre-convention promotions and website, as well as in-convention signage and badges. A sponsorship of \$100 or more ensures your literature will be put in the registration packets.

Sponsorship Opportunities

Sarasota makes for a great slate of outdoor activities, and the NAFFS attendees are known for making the most of them all. Sponsor one of these favorite memories and take part yourself! Everyone attends the Beach Luncheon, convenient to all activities and served out on the sand by resort staff, there are three sponsorships available for this fun event. And then it's choose your favorite fun-in-the-sun: Sponsor the golf outing, the fishing competition, kayak tour or the volleyball on the beach.

Golf is a sure hit at Longboat Key. Companies have many ways to sponsor this popular event. There's a beverage cart, a golfer's lunch and the sought-after 18 holes of sponsor signage on the course.

See the website on ways to get more out of your attendance at the NAFFS convention or have a daily presence there even if you are unable to attend.

Saturday Night Dinner Cruise about Marina Jack

Make sure your sponsorship is remembered throughout the year to come. The Saturday night event sponsorship opportunities are available for everything from Dinner Cruise Sponsors, to each of the individual details that make this event so special. See the website for more detailed information.

Registration Includes

Two-Day Seminar Program
Networking Receptions Every Night
Friday and Saturday Breakfasts
Lunch Friday on the Beach
Saturday Night Dinner Cruise

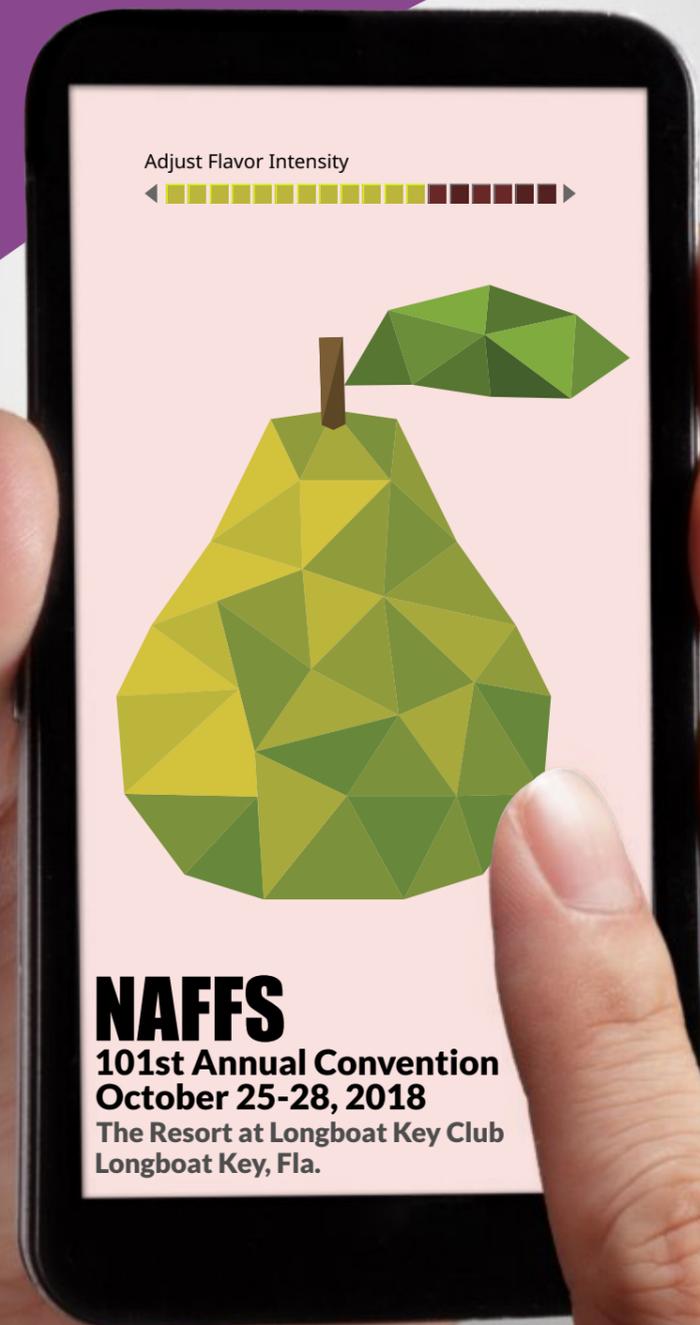
Dress code at the convention is casual, including Saturday night.

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FLAVORS OF THE FUTURE

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FLAVORS OF THE FUTURE

The Future is Here and it TASTES GREAT!

Learn about the flavor trends arriving now and those still on their way. See what's being discovered in the classroom and tinkered with in the kitchen. Hear **and taste** what some of the newest flavor combinations and sweetening systems can mean for the consumer's palate.

Convention Program

Thursday, October 25

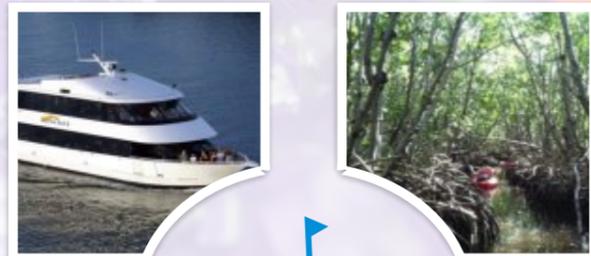
- 2:30-4 p.m. Registration
- 4 p.m. Board of Directors Meeting
- 6:30 p.m. Welcome Reception

Friday, October 26

- 7:30 Breakfast
- 8:30-noon Educational Sessions:
Academic Panel --
"Flavor Opportunities Within the Cannabis Market"
Chef Demonstration:
"Chocolate-Covered Millennials" with tastings
- 12:30 Lunch on the beach
- 1:30 Fishing competition/Kayak tours
(registration required)
- 6:30 Networking Reception

Saturday, October 27

- 7:40 a.m. Breakfast
- 8:15 a.m. Membership Meeting
- 8:45-noon Educational Sessions:
Future of Food Law
"The Future of Flavors with Sweeteners"
Chef Demonstration
"Flavor Trends of the Future"
and tastings
- 12 Noon Golfer's Lunch
(must be registered to golf)
- 12:30 p.m. Golf Outing
- 5 p.m. Cocktail Reception
- 6:10 p.m. Buses to Marina Jack's Dinner Boat Cruise



**THE RESORT AT
LONGBOAT KEY CLUB**
SARASOTA, FLORIDA

Activities

In and Around Sarasota

Mote Marine Laboratory * Fine Dining * Pristine white sand beaches * Art Galleries * Marie Selby Botanical Gardens * The Ringling Museum Complex * St. Armands Circle with 150+ shops and restaurants

MEET THE SPEAKERS



SCOTT RIEFLER

Vice President, Science, Tarukino - **"Flavor Opportunities Within the Cannabis Market"**
The cannabis sector is exploding beyond medical and into recreational markets. First-time users prefer an edible platform over combustion, giving way to a huge opportunity for innovation for flavoring. Mr. Riefler will review the market as it looks today and then offer an overview of the cannabis extracts of interest (CBD, THC, Terpenes, etc), focusing on those used within edibles: their nature; roles and functionality; unmet needs of the market; opportunities for the flavor industry and related challenges within the edible space.



KERRY KENNY

Vice President of Quality & Technical Support, Apura Ingredients, Inc. - **"The Future of Flavors with Sweeteners"**
The use of flavors is paramount for those companies scrambling to release new products in the low/no calorie category. Mr. Kenny will discuss how the flavor systems are being developed and used to improve taste profiles of low/no calorie sweeteners and to effectively reduce the usage levels of all sweeteners. This presentation will conclude with a taste comparison between beverages sweetened with a traditional sweetener system as well as those that have been flavor-enhanced.



CHRISTOPHER TANNER

CEC, CCE, AAC Culinary Program Director at Columbus Culinary Institute at Bradford School - **"Flavor Trends of the Future"**
Food and Culture are a driving force in determining the eating trends in our industry. Join Chef Tanner as he demonstrates the growing Food and Culture trends that are driving the desires of consumers today. We will taste a variety of on-trend ingredient flavors and dishes and discuss how they can be relevant in the Consumer Package Goods and Foodservice industries. This can help us determine how we can bring an authentic food experience to guests and consumers.



JOHN NOBLE MASI

Hospitality Performance Partners - **"Chocolate-Covered Millennials"**
Chef John Noble Masi will present a lively discussion, demonstration and tasting on chocolate and its several varieties. Chef Masi will discuss the latest in chocolate trends, ways to market the increasing recognized health benefits of chocolate and focus particular attention on flavors and strategies to appeal to one of our most influential buying groups: Millennials. Please come hungry....as Chef Masi will invite you to try some of his delicious chocolate treats that will reflect the trends that will be discussed.



RICHARD PISANO, JR.

President, Citrus & Allied Essences Ltd.
Mr. Pisano will present "The History of the Safety of Flavor Ingredients," which is an interactive lecture being made available to NAFFS volunteers to offer at colleges and universities to spread the word about the safety of flavors.



PAT MCNAMARA

Partner, Scarinci & Hollenbeck
Mr. McNamara will speak on some of the latest court cases involving new legislation, court rulings, & new regulations impacting the flavor industry. From there he will peek into the future of food law and share his insight on how the current administration might impact that future.

Academic Panel



DR. JOANNE CELENTANO

Professor and Chair, Agriculture, Nutrition, and Food Systems at the University of New Hampshire



DR. KEITH CADWALLADER

Professor of Food Chemistry, Department of Food Science and Human Nutrition, University of Illinois



PAIGE CRIST

Associate Publisher, Perfumer & Flavorist
Perfumer & Flavorist magazine brings more than a century of expertise to the latest insights in formulation and applications, raw materials (aroma chemicals, essential oils, flavor ingredients, extracts, spices) and other natural and synthetic materials.

Ms. Crist will serve as moderator and help shine a light on the FLAVOR trends seen by our Food Science and Culinary professors and how they see them presenting in the consumer market.

Christopher Tanner and John Noble Masi will also be participating in the Academic Panel.