



SEB launches the project NUTRICE

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VITAGORA® 2.0: THE BEGINNING OF A NEW PHASE



Since 2008, we have been aware that Vitagora®, as an innovation network, should not be seen as only a “project factory”, at the risk of becoming an organisation with no real national or international vision. Bringing together the capabilities of various players from various communities – research, industry, higher education – who have the common aim of generating economic activity and growth, an innovation network must also be a platform for discussion and debate capable of defining new lines of questioning from which R&D projects can emerge. By reinforcing the relationships of Vitagora® with regional structures in parallel to continuing international missions of promotion and searching for new partners (Northern Europe, Australasia and Japan being just a few examples), by reinforcing the services offered to our members – to cite just a few of the main actions carried out in 2008 and 2009 – we are giving Vitagora® a new face, that of an interactive club.

Vitagora® is now entering a new stage in its development, Vitagora® 2.0 if you like, which, with this name borrowed from the Internet, will be characterised by the increased interactivity of Vitagora® with its regional ecosystem just as we

strengthen our ties with major players of the food and health industry on a national, European, even international level. Vitagora® has its strategic roadmap in place based around the four axes of scientific development, with a firm focus on the consumer, in particular children and seniors (the project AUPALESENS being a prime example), that we aim to integrate at the heart of the various stages of development of tomorrow’s food products.

Lets get to work!

Pierre Guez
President of Vitagora®
Christophe Breuillet
Managing Director of Vitagora®

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Experimental economics: LESSAC's three-fold vocation

Since 1994, experimental and behavioural economics have accounted for seven Nobel prizes for economics. However, this discipline that appeared in the United States during the 1950s remains largely unknown. Among the six laboratories of experimental economics in France, LESSAC, the laboratory for experimentation in social sciences and behavioural analysis (Laboratoire d'Expérimentation en Sciences Sociales et Analyses des Comportements) directed by Professor Angela Sutan within The Burgundy School of Business, is one of the most versatile in the world. As well as its teaching activities, LESSAC is a powerful research tool, called upon more and more by companies to evaluate their products. This laboratory is thus involved in EXPALIM, a three-year research project accredited by Vitagora®.

Launched a little over a year ago, LESSAC has a three-fold vocation. It is first of all a teaching laboratory allowing students of the Burgundy School of Business to take advantage of its capabilities and resources. This is a great asset for the school's students considering that all the other French laboratories of this area are housed within universities. Since the creation of the laboratory, students of the Master in Food and Health Marketing, directed by Dr. Valérie Philippon, have used these resources for the Vitagora® accredited project DEFICASSIS, focused on creating a new food ingredient based on blackcurrant buds. "None of the students were aware of this discipline, which is generally little-known in the business world, with the exception of large companies who have specialists in experimental economics in their research teams," explains Angela Sutan.

It was through a module taught by Angela Sutan within the Food and Health Marketing program called "Behaviour and diet" that the students of the 2008 class were able to discover experimental economics and its methods for measuring consumer preferences, and their willingness to buy or adopt a product. "Since then, these students have for the most part gone on to work in companies and are playing the role of ambassador for experimental economics. I have the increasing requests from various companies for product evaluation that we have received in the last few months to show for this," she indicates. Faced

with this growing demand, LESSAC in collaboration with UB Filiale, the technological development structure of the University of Burgundy, is setting up training courses in experimental economics for companies.

EXPALIM, A FASCINATING MULTIDISCIPLINARY PROJECT

Besides its pedagogical activities, in demand especially by food industry companies, experimental economics is above all focused on research. For this reason, the 15 to 18 people working within LESSAC are involved in the development of programs such as EXPALIM, accredited by Vitagora® in April 2008. A three-year program, this project is the result of the partnership between LESSAC, the project leader, and the European Centre for Sciences of Taste (Européen des Sciences du Goût -CESG) the Burgundy Centre for Marketing Research (Centre de Recherche en Marketing de Bourgogne - CERMAB) and CEN Nutriment, a company involved in the evaluation of nutrients, functional foods and traditional food products.

EXPALIM aims to use experimental methods to understand the various behaviours – paying, accepting, exchanging, believing, feeling – of consumers faced with food products with belief attributes (health, enjoyment, tradition)," sums up Angela Sutan, who also explains that a dozen people are working on the project. The research will mainly focus on spices, drinks such as beer and wine, health-oriented bread and margarine – this last product being studied from a sustainable development angle. One of the doctoral students taking part in this project is interested in the attribute of "slowness" for food products. A post-doctoral researcher is also working on genetically modified carrots. As for the research focused on beer, this has led to the creation of an "experimental bar".

For the partners of EXPALIM, it is a question of studying the impact of various food products in terms of their social positioning and the perception of the spread of innovations and, consequently, the market success of new innovative food products. "This research should eventually allow us to give a certain number of recommendations concerning the launch of new food products carrying belief attributes," indicates Angela Sutan. As an exciting multidisciplinary project, EXPALIM should also contribute to increasing awareness, in particular within companies, of this promising area of research that is experimental economics.

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Project

RICE COOKERS: SEB LAUNCHES NUTRICE



Rice cookers represent a large market, especially in Asia. These appliances can be very sophisticated and allow the user to control a number of parameters during the cooking process. With NUTRICE – a project accredited by three French innovation networks including Vitagora®, and which has just been funded and launched – , SEB, the project leader, and its partners are looking to take rice cookers to a new level. Their aim is to understand the influence of various cooking parameters on the taste and nutritional characteristics of rice in order to develop a new range of rice cookers that better meet the needs of consumers in terms of nutrition and health.

Rice is the world's second biggest cereal crop in terms of volume of production and it represents the food staple for around half of the world's population. It is mainly consumed where it is produced, in other words in Asia and Africa. During the last 30 years, the consumption of rice has increased by 40%. In Asia, this increasing consumption has led to the development of progressively more sophisticated rice cookers that perfectly control many aspects of cooking. "This market is dominated by the players who are the most vocal about their technology, but we still don't understand the influence of all these parameters on the taste and nutrition characteristics of rice, which would allow us to develop a new range of cookers that better meet the needs of consumers in terms of nutrition and health. This is why we are launching NUTRICE," explains Philippe Crévoisier, Managing Director of electrical cooking appliances for SEB, world leader in small kitchen appliances.

A PROJET BUILT AROUND THREE PARTS

Co-accredited by three French innovation structures (Vitagora®, Q@limed, Nutrition Santé Longévité), NUTRICE has eight partners including four research organisations (1), two large companies (SEB,

THE EXPERTISE IN MICROBIOLOGY OF NEXIDIA

"As a university researcher, I have had frequent contact with industry through my research into microorganisms presenting



Jean Guzzo

interesting properties for various sectors such as food manufacturing, pharmaceuticals and agri-environment. In this context, I met Patrice Arbault, an engineer with a lot of experience in management," explains Jean Guzzo. From this meeting, NEXIDIA, an SME specialised in microbiology, was created in 2007 with Patrice Arbault as CEO and Jean Guzzo as Scientific Advisor. Today, NEXIDIA has six employees and uses its scientific and technological expertise to exploit the understanding of microorganisms' resistance to stress in order to control and optimise their use within various industry sectors.

NUTRICE is the second Vitagora® accredited project in which NEXIDIA is a partner. The first, called PROBIOTICS, a project lead by Senoble and Merck, aims to optimise the industrial exploitation of these microorganisms.

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LESAFFRE) and two SMEs (NEXIDIA, SENSINA). With a 36-month program, the project has three main parts: cooking processes with no external additives, sensory and pre-clinical. "Most of the research will be looking at rice. What we are focusing on is characterising what ends up on the consumer's plate," explains Philippe Crévoisier. For their part, LESAFFRE, a company known for the production of break-making yeasts, and NEXIDIA, a specialist in microbiology, will be looking into innovative means of preparing rice.

For SEB, LBS and CIRAD, the focus will be on understanding and controlling the cooking processes and exploring the cooking parameters and their influence on the taste and nutritional properties of rice-based meals. The CESG, a world-renowned research centre for perception and cognition of sensory functions, especially olfaction and gestation, will be working on consumer preferences. Finally, the Montpellier University Hospital will study the positive impact of new processes and the bioavailability of nutrients.

THE SECOND VITAGORA® PROJECT FOR SEB, AWAITING A THIRD

Once this project has come to an end, SEB should have developed a prototype rice cooker that will lead to the development of a new generation of this type of appliance. "We are looking to create a strong presence in this important market," declares Philippe Crévoisier. There is all the more satisfaction from SEB concerning the launch of NUTRICE for the fact that this is the second project they have developed with Vitagora®. The first, SAVEUR VAPEUR, was funded and launched earlier this year. "We are already working on a third project," indicates Philippe Crévoisier, but no chance of finding out more for the moment!

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SENSINA IN CHARGE OF SENSORY EVALUATION



De gauche à droite : Julien Zhao et son associé Song Sheng

The sensory part of NUTRICE is being undertaken by SENSINA. Specialised in sensory analysis, this Dijon-based SME is noteworthy in that they work mainly on the Chinese population. "For this project, our task is to carry out consumer tests and evaluate products supplied by SEB," explains

Julien Zhao, co-founder, along with two Chinese associates, and manager of this "bi-cultural" (French-Chinese) company. "This is the first time we have taken part in a project developed with Vitagora®. It is a sort of challenge that we are taking up in order to lead studies outside of France, in collaboration with local partners."

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CIRAD
Centre Hospitalier Universitaire (CHU) de Montpellier

Malnutrition of the elderly: AUPALESENS is on the case



Many elderly people have great difficulty with food, especially in retirement homes or geriatric institutions. Malnutrition of the elderly, which is too often a subject swept under the carpet, can reach as much as 40-50 % of the residents in these establishments, and is thus a real problem. Hence the importance of AUPALESENS, a project accredited by the innovation networks Vitagora® and Valorial. Selected in July 2009 for funding by France's national research funding body, Agence Nationale de la Recherche (ANR), "this project aims to improve the enjoyment of food of the elderly person in order to better prevent and combat malnutrition," explains Virginie Van Wymelbeke, Doctor in nutrition of the elderly at the Champmaillot Geriatric Centre in Dijon, and leader of this project.

France today has around 20 million people aged over 50 years old, representing 35% of the population. Estimates for 2050 put the number of people over 60 at more than double today's numbers, more than three times as many over 70 year olds and four times as many over 80 year olds. Several studies have shown that increasing age is associated with a decline in olfactory and gustatory capacities, as well as an decrease in physical capacity which can have an impact on dietary behaviour and lead to modifications of the metabolism and immune system. These are changes that can weaken one's health and limit the ability to adapt one's dietary intake to the modified nutritional needs, thus leading to dietary imbalances, even malnutrition. The statistics remind us that this is a serious problem. Protein-Energy Malnutrition, or PEM – responsible for weakening immune defences, aggravating infections, increasing the risks of falls and the number of fractures, leading thus to an increase in the number and length of hospitalisations and an decreased independence of the patients – effects up to 10% of seniors living at home, 50% of those in an institution and 30-70% of the hospitalised elderly population. For this reason,

the prevention, screening and treatment of malnutrition in elderly populations remains a key point for national health programs.

A UNIQUE RESEARCH PROGRAM

AUPALESENS is entirely in line with these public health concerns in that it aims to increase understanding of the changes that take place during the

LES PARTENAIRES DU PROJET AUPALESENS

2 University Hospitals (CHU)

- Unité de Recherche Gérotopôle du CHU de Dijon
- CHU d'Angers

1 Public Research Unit

- UMR FLAVIC de l'INRA Dijon

2 Higher Education Establishments

- Laboratoire GRAPPE du groupe ESA (privé)
- Unité Sensométrie et Chimiométrie-Largecia de l'ENITIAA (public)

1 SME

- Les Repas Santé

1 Large Company

- Lactalis Nutrition Santé

2 Cooperatives

- D'Aucy (Groupe CECAB)
- LIVRAC

FRUTAROM, Entremont Alliance, Audencia, UPR ALISS, Défi Santé Nutrition and the University of Tours are also taking part in this project.



aging process, in particular those leading to the first signs of malnutrition. “The originality of this project is not to dissociate sensory and nutrition in order to better understand how advancing age can lead to malnutrition. For this, it is a unique program,” explains Virginie Van Wymelbeke. The first phase of this project, which will last for four years, will be a study of populations of the elderly classified according to various categories according to their living situation (at home, in a residence or in a hospital) and their level of independence (assistance for preparing meals, assistance for bathing and dressing etc.). The target population: the over 65s. However, AUPALESENS will also be looking at “younger” seniors aged around 55 years old. “It is important to be able to characterise this population of “younger” seniors in order to see if there are specific factors in the lifestyle of these people that could eventually lead to malnutrition,” indicates Virginie Van Wymelbeke. Doctors would thus have the opportunity to prevent the appearance of malnutrition or even screen for it.

With the results from this study, it would be possible, during the second phase of the project, to work on improving dietary intake, whether in terms of optimising the food product itself or more generally by offering the elderly person the chance to take control of their meal. “This control can be through a modification of the environment in which the meal is eaten or through the presentation of the meal itself, but also by making various condiments available in order that the person can adapt the dish to his or her own tastes, this not being possible today in institutions for the elderly,” underlines Virginie Van Wymelbeke. During this phase, the project’s laboratories and industry partners will look into improving existing products or even develop new ones. “We will be interested mainly in the texture

of food in order to develop products adapted to the elderly consumer for whom the buccal and pharyngeal system is not functioning normally,” she explains.

*Virginie Van Wymelbeke,
Doctor in nutrition of the
elderly at the Champmaillot
Geriatric Centre in Dijon
and leader of the project
AUPALESENS*



INCREASING THE APPEAL OF THE MEAL AND EATING ENJOYMENT

The following phase will allow the project team to verify if the modified product or products and meal environments lead to an increase in pleasure and, especially, to increase food intake. “By optimising not only the sensory characteristics of the food, but also the environment in which it is consumed, we are hoping to increase the appeal of meals and the enjoyment in eating of this population, while respecting their nutritional needs.” The final phase will be to apply these results mainly in the form of recommendations to professional (doctors, care-givers etc.) and various structures concerned by this problem (public health organisations, health insurance and service providers etc.).

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Interview

TASTE AND FOOD RESEARCH: THE CSGA TO BE FRANCE'S CENTRE OF EXCELLENCE



From January 1st 2010, the **Centre of Sciences of Taste and Food** (Centre des Sciences du Goût et de l'Alimentation - CSGA) will officially be launched. This new centre will result from the merger of four research laboratories of which three are based in Dijon with a fourth in Toulouse. A joint research unit associating CNRS, INRA, University of Burgundy and AgroSup Dijon, this world class unit will group together 200 researchers and rival its European or American equivalents. **Luc Pénicaud**, CNRS research director and the future Director of the CSGA presents the new structure and its scientific objectives. Interview by Jean-François Desessard.

VitaNews – Why was there the decision to merge these various research units within what will become the CSGA?

Luc Pénicaud – For several years within the scientific community in Dijon working on sensory sciences and

taste, there was been a strong interest in building a research centre with international visibility around olfaction, taste and diet. Recently, the various research and educational establishments involved in this movement decided to relaunch the project. The result was the idea of creating a Centre of Sciences of Taste and Food by grouping together the capabilities and resources of the three Dijon-based research units – the Centre for the Sciences of Taste (Centre des Sciences du Goût – CESC), FLAVIC and the laboratory for the development and chemical communication of insects – as well as the unit in Toulouse that I previously directed. Consisting of nine teams and various platforms, the CSGA will group together 200 researchers and thus have the necessary stature to stand up beside equivalent research centres in Europe (such as Wageningen in the Netherlands and Norwich in England) and in the United States (such as Monell Chemical Senses Center in Philadelphia).

*Luc Pénicaud, the director of
the future Centre for Sciences
of Taste and Food in Dijon*



Our ambition is to make Dijon the premier French research centre in the area of food and taste and to develop a network with our European partners via complementary research capabilities.

VitaNews – What are the axes of scientific research of the CSGA?

Luc Pénicaud – Our research axes are built around the three key-words “food”, “sensory” and “dietary behaviour”. The originality of the CSGA will be to offer very varied approaches to these three areas. This will be from the food product, its composition, structure and the way in which flavours are released, to the consumer and his or her behaviour concerning one such food product, a flavour or aroma by way of the biological bases of sensory detection. It’s by bringing researchers of physio-chemistry, basic biology and psychology together and carrying out multi-disciplinary research programs that we will be able to make significant progress in the areas of food, the sensory and dietary behaviour. These are sectors where there is still a lot to discover, especially concerning the mechanisms of perception and their integration in the central nervous system, but also sensory dysfunction, notably in the case of certain pathologies that effect profound modifications to taste and food perception. These are just two examples that illustrate the orientations of the CSGA.

VitaNews - What is the reaction of industry players to the creation of the CSGA?

Luc Pénicaud – I must admit that that I have been very busy for the last two years with the scientific and administrative structuring of the CSGA and have not yet sounded out the reactions of food companies. However, I have been lead to believe that the food industry is very much in favour of the creation of the CSGA. Indeed, they will now benefit from a single point of entry allowing them to cover a large number of

approaches. It is certain that the fact of offering them a larger range of capabilities should be of significant interest and allow them to multiply projects involving our platforms. Another potential industry sector, also very present in Dijon and with whom I have worked a lot in the past, is pharmaceuticals. Don’t forget that certain medications can modify the sensory perception of patients and the players of this sector are also interested in the mechanisms of regulation of food intake, which is another theme on which the CSGA will be working.

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The European Centre for Sciences of Taste in Dijon, one of the units to be merged into the new Centre of Sciences of Taste and Food



Innovation and R&D: Things are moving in Burgundy



Last January, **Merck Médication Familiale** announced the creation of its Bion R&D platform in Dijon. In the summer of 2010, **Senoble** will have finished regrouping all its R&D teams in Jouy, also in the region of Burgundy. At the same time, **SEB** should have finalised its plans for setting up its marketing and R&D teams in Selongey, 30 km from Dijon. Just three of the many examples of the interest among companies to optimise their innovation processes in order to better meet consumer needs in terms of taste, nutrition and health, the three key words of Vitagora®. The behind the scenes work of this network over the last three years has without a doubt contributed to this dynamic of creating and consolidating R&D divisions, a movement that can also be witnessed in the public sector with the creation in Dijon of the future Centre for Sciences of Taste and Food (see page 8).

Bion, also called Multi-bion in some countries, is one of the four strategic brands of Merck Consumer Health Care. It offers a range of products based on probiotics, an area in which Merck Médication Familiale, the company's Dijon-based subsidiary, has developed important capabilities. "Our aim of reorganising our R&D in order to align it with this strategy has led us to create four capability centres corresponding to the four brands of Merck. Dijon, with the presence of Merck Médication Familiale, was a natural choice for

*Sébastien Bessy,
Director of
the new Bion
R&D platform
for Merck
Médication
Familiale in
Dijon*



the probiotics capability centre and the Bion R&D innovation platform," explains Sébastien Bessy, the platform director. He also underlines that the presence of Vitagora®, with whom Merck Médication Familiale has closely collaborated since its creation (Merck is a partner of the project Probiotics, funded and launched in 2008), was one of the deciding factors for the decision to base the capability centre in Dijon. The mission of the eight people within the platform will be focused on the development of R&D programs. They will be especially interested in the search for external partners, ingredient suppliers, product formulation, developing clinical studies, managing regulatory affairs and, finally, worldwide product launches.

A DYNAMIC THAT FOSTERS A POSITIVE MINDSET CONCERNING R&D

For SEB, the idea of regrouping research and marketing within a new business unit centred around electric cooking is currently the subject of discussions and could be in place for the beginning of 2010. "We are no longer following a logic of pure technological segments but a single logic, that of "cooking", with the overriding trends being health, taste

*Philippe Crévoisier,
Managing Director of
"Electric Cooking" for
SEB*



and nutrition? We also no longer talk about product evolution but of the search for solutions at the service of consumers,” explains Philippe Crévoisier, Managing Director of “Electric Cooking” For SEB. It is therefore no longer a question of developing solutions to improve products but one of knowing what the consumer wants to find in his or her plate in the long term. This is also the process that lead to the development and market launch of the Actifry two years ago as well the two projects developed by SEB with Vitagora®, SAVEURS VAPEURS and NUTRICE (see page 4). “By regrouping 100 people, currently dispersed around France, at the site of Selongey, we have a real strength in R&D to carry out these projects.”

In terms of regrouping, there is also that taking place withing Senoble, who has decided to base at its site in Jouy its R&D and quality services, as well as the direction in charge of investments. The operation is currently underway and will be finished by the summer of 2010. “This concerns around 60 people who, today are based on two sites around France. The idea is to integrate all our teams in one place, in order to optimise the work of technological innovation within the company,” declares Patrick Falconnier, Director of Industrial Innovation and Quality Strategy for Senoble. The fact that this company is involved in three projects developed with Vitagora® (PROBIOTICS, VITALIM’SENIOR and EXICHOL) has without a doubt been one of strongest arguments for this decision. “It is certain that the dynamic created by Vitagora®, especially concerning research and innovation, has fostered a positive mindset that today leads hundreds of companies to increase the means dedicated to R&D,” he observes.

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Quality Director for
Senoble*





2ND INNOVATION CLUB OF VITAGORA®

Wednesday December 16th, 9am to 12pm at the premises of Vitagora®

The Innovation clubs are a new initiative by Vitagora® with the aim of allowing Vitagora® members to benefit from an extended dialogue with the key scientific and technological capabilities within our network.

Each club will consist of three stages of discussions around a key subject: brainstorming, an approach to the subject by scientific and technological experts, and the final summary of the exchanges and the definition of potential axes for R&D projects. The first club, on the subject of « Innovations within convenience foods» took place on October 8th.

The subject for the 2nd Club: potential for innovation within packaging

Exclusively offered to 2009 members of Vitagora®. Download the registration form on www.vitagora.com. Registration deadline December 9th 2009.

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TASTE-NUTRITION-HEALTH INTERNATIONAL CONGRESS 2010

March 23th and 24th, 2010, the 5th edition of the Taste-Nutrition-Health International Congress will be held in Dijon.

Organised by Vitagora®, the Congress features for its 5th year the theme of "Food, Nutrient and Well-being", presented during the scientific conferences, round tables debates and practical workshops from such angles as:

- How to define the notion of well-being scientifically
- Well-being and the regulation of inflammation
- The nutrition-brain-intestin relationship
- Pleasure, texture and nutrition
- Evaluation of "quality of life"
- Antioxydants without effects: biodisponibility in question?
- Development, formulation, marketing of a functional food product
- Convenience vs health in prepared food products

Also in the program: a call for abstracts, confidential business meetings, Speaker Corner for regulatory information and the gastronomic Gala Dinner.

For the full program, visit the Congress website from the end of October 2009.

Contact : cgns2010@clq-group.com

Website: www.taste-nutrition-health.com

NEW MEMBERS JUNE-SEPTEMBER 2009

The following companies have become members of Vitagora® Taste-Nutrition-Health :

Massilly France, Lauprêtre Constructeur, Noveal, St Gobain Emballages, Fromagerie Milleret, Festins de Bourgogne, Institut Paul Bocuse, Barry Callebaut, Distriborg

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