



**Functional and Specialty Beverages: Market Regulations,
Processing, Formulation and Health Benefits**
May 26 & 27, 2009
“Het Pand”, Ghent University, Ghent, Belgium
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SHORT COURSE ORGANIZERS

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SPEAKERS

- Mr. José Bontemps**, Corporate Scientific & Nutritional Advisor, Spadel, Belgium
- Dr. Fred Brouns**, Associate Professor, Maastricht University, the Netherlands
- Dr. Inge Dirinck**, Technology Advisor, Senstech, Catholic University College Ghent, Belgium
- Mr. Jørn Gravgaard**, Applied Technology Manager, Europe-Food, Solae Europe, S.A., Switzerland
- Dr. Ralf Hartemink**, Programme Director Food Technology, and Food Safety, Wageningen University Research, the Netherlands
- Dr. Hannu Korhonen**, Professor, MTT - Agricultural Research Centre, Finland
- Mr. Frank Lipnizki**, Alfa Laval Copenhagen A/S, Denmark
- Mrs. Samanta Maci**, Kemin Health, Portugal
- Ms. Kathy McNab**, Senior Director Europe, Ocean Nutrition Canada

- Ltd., Canada
- Mr. Kristof Meijerink**, Sales Beverage Western Europe, Wild Group, Belgium
- Ms. Jan E. Mills**, Artemis International, the Netherlands
- Mr. Rob Minnee**, CEO, Red Tree Beverages b.v., The Netherlands
- Dr. Sergey Melnikov**, Lead Scientist, Unilever Health Institute, the Netherlands
- Mr. Steve Ruckman**, Programme Director, Huntingdon Life Sciences, U.K
- Mr. Jean F. Schrurs**, Cape Decision, Belgium
- Mr. Panna Sharma**, Managing Director, The Sharma Group, U.S.A.
- Mr. Ola Ström**, Food Technologist, Tetra Pak Processing Systems, Sweden
- Dr. Miriam van Wanroij**, Application Manager, Lipid Nutrition, the Netherlands

TUESDAY, MAY 26, 2009

- 9:00 Opening Remarks**
- 9:05 Nutrition Dimension in the Food Industry**, José Bontemps, Spadel, Belgium
- 9:35 Key Success Factors for Achieving Innovation Driven Growth in the Beverage industry**, Panna Sharma, TSG, USA.
- 10:00 The Impact of Nutrition and Health Claim Regulation in Marketing Functional Beverages**, Steve Ruckman, LSR Associates, U.K
- 10:30 Tea / Coffee Break**
- 11:00 Manufacturing of Soy Beverage and the Known Health Benefits of Soy Proteins**, Jørn Gravgaard, Solae Europe, S.A., Switzerland
- 11:30 Lutein a Natural Anti-oxidant and Its Application in Functional Drinks**, Samanta Maci, Kemin Health, Portugal
- 12:00 Marketing, Claims, and "State of the Science" on Anthocyanins**, Jan A. Mills, Artemis International, the Netherlands
- 12:30 Lunch Break and Networking**
- 14:00 Trends in Healthy innovation Drinks**, Kristof Meijerink, Wild Group, Belgium
- 14:30 Pre- and Probiotics in Functional Drinks**, Ralf Hartemink, Wageningen University, the Netherlands
- 15:00 Dosing Heat Sensitive Ingredients**, Ola Ström, Tetrapak, Sweden
- 15:30 Tea / Coffee Break**
- 16:00 Aroma and Flavour Pattern Analysis as Tool in Developing Drinks**, Inge Dirinck, Catholic University College Ghent, Belgium

- 16:30 Going from Weight Management Ingredients to Market Positioning of a Functional Beverage - Claims and Benefits in a Dynamic Market**, Rob Minnee, Red Tree Beverages b.v., the Netherlands
- 17:00 Brand Owner's Business Development Opportunities with Packaging Barrier Technologies**, Jean F. Schrurs, Cape Decision, Belgium
- 17:30 Marketing Beverages: Novel Products and Consumer Trends - Innova Market Insights**

WEDNESDAY, MAY 27, 2009

- 9:00 Sports and Energy Drinks: Science and Technology and Product Development**, Fred Brouns, Maastricht University, the Netherlands
- 9:30 Micro-structural Design of Beverages with Tailored In-Body Functionality**, Sergey Melnikov, Unilever Health Institute, the Netherlands
- 10:00 How to incorporate Omega-3 Oils into Specialty or Functional Beverages for Product Success**, Kathy McNab, Ocean Nutrition Canada Ltd., Canada
- 10:30 Tea / Coffee**
- 11:00 How New Membranes can Help You to Develop New Beverage**, Frank Lipnizki, Alfa Laval Copenhagen A/S, Denmark
- 11:30 CLA and Healthy Lipids for Beverages**, Miriam van Wanroij, Lipid Nutrition, the Netherlands
- 12:00 Release of Milk-derived Bioactive Peptides during Fermentation, Role in Functional Beverages**, Hannu Korhonen, MTT - Agricultural Research Centre, Finland

REGISTRATION

First Name for Badge			
First Name			
Last Name/Family Name			
Title			
Company/Affiliation			
Address			Country
City/State/Province	Postal Code		
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REGISTRATION INFORMATION - Registration rate includes short course manuals, lunches and coffee breaks

	On or Before April 26, 2009	After April 26, 2009	Amount
Registration Fees	€ 695 (EUR)	€ 795 (EUR)	

PAYMENT INFORMATION:

International Bank Transfers: Make transfer to: IBAN account number BE33 7380 1743 3346 (BIC code: KRED BEBB) of Ignace Debruyne & Associates - BEVERAGES, KBC Bank, Izegem, Belgium. Please mention: "Functional Beverage Short Course"

Cheques should be made payable to: "Functional Beverage Course" and mailed to: Ignace Debruyne & Associates VOF - BEVERAGES, Haverhuisstraat 28, B-8870 Izegem (Belgium)
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