

Global Color Conference 2014
Making an Impact: Using Color to Safely Enhance Food and Beverage
September 30 & October 1, 2014
Chicago Marriott O'Hare

Day 1		September 30, 2014
		<i>Registration Open – Terminal 5 Foyer</i> 11:00 am
		President's Welcome – David Carpenter, Chr. Hansen 1:00 pm
1	A Leatherhead Perspective on the Global Regulation of Colors in Food Speaker: Sukh Gill, Leatherhead Food Research	1:15 pm
2	Color Labeling Around the World Speaker: Per Sommer, Chr. Hansen	1:55 pm
		<i>Break – O'Hare Ballroom Terminal 5</i> 2:35 pm
3	NATCOL Panel on EU Regulatory Issues	
3a	European Consumer perceptions & Attitudes to Food Color Speaker: Carl Mroz, Colorcon	3:15 pm
3b	Coloring Foods – EU Regulatory Approach Speaker: Valerie Rayner, FMC Health & Nutrition	3:45 pm
3c	A Conceptual Framework for Natural (Color) Speaker: Dr. Dirk Cremer, DSM	4:15 pm
		<i>Dinner Reception</i> 6:00 pm
Day 2		October 1, 2014
		<i>Continental Breakfast - O'Hare Ballroom Terminal 5</i> 7:30 am
		Executive Director's Address – Sarah Codrea, IACM 8:30 am
4	Seeking Natural Alternatives to Synthetic Lakes Speaker: Marc Beaudoin, Colarome	8:45 am
5	Closing the Gap Between Synthetic and Natural Colors Speaker: Jessica Lobo, Sensient Colors	9:25 am
		<i>Break - O'Hare Ballroom Terminal 5</i> 10:05 am
6	Technical Challenges with Incorporating Naturally-Derived Colors into Beverage Products Speaker: Thananunt Rojanasasithara, Ph.D, PepsiCo	10:40 am
7	Consumer Insights When Formulating with Carotenoids Speaker: Marlena Hidlay, DSM	11:20 am
		<i>Lunch - O'Hare Ballroom Terminal 5</i> 11:40 am
8	Consumer Trends in Color Speaker: Nirvana Chapman, Mintel	12:50 pm
9	Engaging on Food Colors Topics in Social Media Speaker: Lindsey Loving, International Food Information Council	1:20 pm
		<i>Break - O'Hare Ballroom Terminal 5</i> 2:00 pm
10	Potential Clinical Trial Designs to Understand Effects of AFCs in Children with ADHD Speaker: Dr. Ronald A. Simon, Scripps Clinic	2:40 pm
11	Exposure Estimate for FD&C Colors for the U.S. Population Speaker: Dr. Diana Doell, FDA	3:20 pm
		<i>Adjourn</i> 4:00 pm