



Press release

October 15, 2021

EXPERTS TO HIGHLIGHT TOP TRENDS IN FOOD AND BEVERAGE AT PROCESS EXPO UNIVERSITY

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Key sessions announced

Show management is proud to announce the inclusion of a key session highlighting trends in the food and beverage industry as an integral part of the PROCESS EXPO educational program, taking place from November 2-5, 2021, at the McCormick Place Convention Center in Chicago, IL.

This session, *The Future of Food: Attitude Shifts and Trends in the Food and Beverage Industry*, is scheduled for Thursday, November 4th from 8:00-9:30AM, and will feature guest speakers Howard Telford, Head of Soft Drinks at Euromonitor International, and Keith Nunes, Editor of Food Business News.

“This is one of the sessions we are really looking forward to at our first face-to-face gathering in quite a long time,” said David Seckman, President and CEO of the Food Processing Suppliers Association. “The past eighteen months has presented a disruption unlike any other we have seen in our lifetime, and yet, we have to eat. Functional ingredients, plant-based alternatives, and gluten free products are just a few examples that only scratch the surface of big trends in today’s industry. That’s why it was critical to bring in industry experts who can guide us and help us understand where production and consumer demand are taking us.”

The Future of Food is just one of the sessions that make up the [PROCESS EXPO University](#) program running throughout the show. This program starts and ends each day at the show, focusing on higher level topics of interest to leaders of the food and beverage industry. This program is complemented by the [Food for Thought](#) program which takes place throughout the day on the show floor, addressing solutions for operational topics that manufacturers face on a regular basis in the plant. Together, these two programs provide

nearly 25 hours of education designed to help processors be more successful in their business by solving challenges and exploiting new opportunities.

Registration for the 2021 edition is open. [Sign up here](#). For more details, visit the website at www.myprocessexpo.com.

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Background information on Food Processing Suppliers Association

The Food Processing Suppliers Association (FPSA) is a global trade association serving suppliers in the food and beverage industries. The Association's programs and services support members' success by providing assistance in marketing their products and services, overall improvement in key business practices and many opportunities to network among industry colleagues. Programs and services to achieve these objectives include PROCESS EXPO (industry leading trade show), electronic media marketing, education, market intelligence, research, and advocacy of critical industry issues such as food safety, sanitary design of equipment, and global trade. FPSA members are organized in vertical industry councils which focus on specific needs and concerns that are unique to each industry sector. FPSA councils currently represent the [Bakery](#), [Beverage](#), [Dairy](#), [Pet Food](#), [Prepared Foods](#) and [Meat](#) sectors.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organizer with its own exhibition grounds. With more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organizing and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Headquartered in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent). For more information, please visit our website at: www.messefrankfurt.com * preliminary figures 2019.

Messe Frankfurt Inc. is a subsidiary of Messe Frankfurt. Headquartered in Atlanta, Georgia, the company produces ten shows within the United States, Canada and Mexico. The North American portfolio includes Texworld New York City, Apparel Sourcing New York City, Home Textiles Sourcing, Techtextil North America, Texprocess Americas, The Clean Show, INA PAACE Automechanika Mexico, Waste & Recycling Expo Canada, Festival of Motoring USA and PROCESS EXPO. For more information, please visit our website at www.us.messefrankfurt.com.

Messe Frankfurt international trade fairs for the food industry

Messe Frankfurt organizes trade fairs relating to food processing all over the world. They are grouped under the heading of 'Food Technology'. Currently, five events belong to this portfolio. In addition to IFFA, Leading International Trade Fair for the Meat Industry in Frankfurt am Main, and Tecno Fidta, International Food Technology, Additives and Ingredients Trade Fair in Argentina they are Meat Pro Asia in Thailand, Modern Bakery Moscow, International Trade Fair for Bakery and Confectionery and Salon du Chocolat, Moscow. Further information about the events of Messe Frankfurt in the field of food processing at: www.food-technologies.messefrankfurt.com.