



FOR IMMEDIATE RELEASE

2009/E153 – TASTEMAKERS SUMMARY  
October 2009



**Exclusive foodservice event at Packforum:  
TASTEMAKERS, bringing quality full circle.**

**How to make packaging and simplified preparation  
an integral part of your business model.**

On 21-22 October, Sealed Air Cryovac permanent customer care centre Packforum® welcomed 70 representatives of 45 companies of the foodservice production, distribution and equipment sectors, from EMEA, US and New Zealand, at the dedicated Tastemakers event. The event's speakers, technicians and chefs, in their presentations and demonstrations, cast new light on the specific opportunities and constraints affecting the various types of players involved in delivering meals out of home.

Following a seminar by industry experts on trends in the European foodservice market and in specific segments, participants enjoyed a road show-cum-lunch that demonstrated how innovations in room service, ready meals vending, airlines catering, hot sandwiches, frozen vending and cafeteria / banqueting can deliver a pleasurable eating experience in a convenient format. And to prove that even haute cuisine can be inspired by quality packaged foods, the delegates were all invited at the newly opened Alain Ducasse Culinary School downtown Paris venue for dinner and demonstrations.

***Trends in the European Food Service Market***

"Twenty one thousand meals are served out of home every second in Europe," Peter Backman, the Managing Director of Horizons, reminded participants during his opening presentation. "Food and drink sales to consumers totaled €359 billion in 2008, more than cars." Horizons, a UK-based think tank specialized in the European foodservice industry, points to a variety of opportunities in the sector – particularly when the economy recovers after 2010.

Though each nation has its habits, the trends towards "fast casual" and frugal lifestyles benefits quick service restaurants (QSRs) and sandwich vendors. Europe's largest QSR chain, McDonald's, sold €15 bn worth of food and drinks in 2008, while Yum! and Burger King made more than €2 bn each. With the population aging, there will be an increasing need to feed people who cannot make their own meals, while the drive to control costs should lead to the development of contract catering in companies, schools and hospitals. The potential is largest in the emerging economies of Central and Eastern Europe. Prospects seem less promising for hotel and airline meals, as travelers increasingly prefer to eat at the airport and at a restaurant.

Economic recovery could mean a "return to normality", with more focus on price, the fundamental need for profitability and an ongoing need for innovation. The number of outlets could decline from its current level of 2,960,000. In general, input costs should remain stable in the coming years, while selling prices should increase. "Though we might not have seen the worst of the recession, there are opportunities to be taken at a time when competitors are particularly weak. Now you can innovate to build the future," Peter Backman concluded.