



European Snacks Association

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EUROPEAN SNACKS ASSOCIATION ANNOUNCES VALENTINA MAGLIO AS NEW PRESIDENT

21 June 2017

Valentina Maglio, Director for Legal Affairs and Institutional Relations for the Italian company Unichips has been elected new President of the European Snacks Association (ESA) following the Board meeting that took place in Vienna on Tuesday 20 June. She succeeds to Mathias Adank, Managing Director of Lorenz Snack-World Germany.

A lawyer by training, Valentina Maglio has an extensive experience of the food and drink sector both at national and European level. Before joining Unichips in 2016, she has been working more than 15 years in an international food company and was presiding the European Coffee Federation since 2014.

During her two-years mandate at the helm of ESA, Valentina Maglio intends to further consolidate the position of the sector as a responsible and trustworthy partner regarding health concerns around consumers' diets:

"Savoury snacks manufacturers have worked very hard over the past years to reformulate their products and continue to bring great flavours to millions of consumers across Europe. We are constantly innovating to meet fast evolving consumers' preferences and changing lifestyles, be it in terms of taste, portion control or "better-for-you" options. We have a great story to tell and we will need to make sure our voice is heard here in Brussels".

ESA's Director General, Sebastian Emig, strongly welcomes the Board's decision and looks forward to a fruitful collaboration:

"Valentina has a deep knowledge of the legislative and policy environment impacting food manufacturers and she also knows perfectly how trade associations operate in Brussels. I'm convinced that the combination of these two elements makes her a key asset for ESA and its members".

-Ends-

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Notes for editors

About the European Snacks Association

The European Snacks Association (ESA) is Europe's only trade organisation dedicated to advancing the savoury snacks industry on behalf of member snack manufacturers and suppliers, as well as national trade organisations. ESA has a broad international membership of manufacturers and companies supplying equipment, ingredients, and services. Our members are involved in the manufacture of potato crisps, corn chips /tortillas, pellet snacks, baked snacks, crackers, pretzels, savoury biscuits, popcorn, pork rinds, meat snacks, fruit snacks, peanuts, other snack nuts and various other savoury snacks in this category. ESA's membership groups some 200 companies of all sizes in 40 countries, and ESA members represent ca. 80% of the entire European snacks market.