



European  
Snacks  
Association

European Snacks Association

▶ Become a  
**MEMBER** today!

[www.esasnacks.eu](http://www.esasnacks.eu)

# Who we are

We represent snack producers and their suppliers – including ingredients, equipment, packaging, etc.



European  
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Association



We cover more than 80%  
of the branded European  
savory snacks market



**HALF**  
of the members are  
small and medium  
size enterprises  
**SMEs**



**200**  
MEMBER  
COMPANIES

OF ALL SIZES  
FROM OVER

**40**  
COUNTRIES



DIRECT EMPLOYMENT  
**40,000**  
PEOPLE

SHARE OF THE EUROPEAN  
FOOD AND BEVERAGES MARKET



Among the 200 ESA member companies we are proud to mention:





# What we offer



## Business opportunities and Networking

- ✓ **SNACKEX**, world's ONLY 100% savoury snacks and nuts dedicated trade show
- ✓ [www.snackex.com](http://www.snackex.com)
- ✓ Snack production **education courses** for savoury snack makers and industry suppliers



## Access to information

- ✓ Industry positions, update on EU legislation and regulatory environment, etc:
  - **Regular circulars** from the working groups
  - **Snacks Magazine**, ESA's monthly official trade journal
  - Online **members' area**
  - Monthly online **newsletter**



## Defending snacks

- ✓ Defending members' interests at European and international level



## Digital advertising opportunities

- ✓ Better outreach of buyers compared to cold contacting
- ✓ Build your credibility amongst key players in the savoury snacks industry
- ✓ Get high quality business leads
- ✓ Increase traffic on your website
- ✓ Stand out in front of competitors
- ✓ Raise brand awareness
- ✓ Target your audience



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# SNACKEX

## QUICK 'SNACKEX' FACTS

- ✓ 3,000+ attendees
- ✓ 8,000+ sqm trade show
- ✓ 180+ exhibitors
- ✓ 2 day conference programme
- ✓ 77+ countries participating

*“SNACKEX is THE one chance to make contact in one place with all the most important parties in the snacks business. For me it is a great event for networking”*

Horst Kalbfleisch, director  
quality management  
international, Lorenz  
Snack-World, Germany

*“We are always impressed by the quality of the visitors at SNACKEX – they tend to be decision makers and professionals, not like at the big exhibitions”*

Verónica Ballesteros,  
corporate communications  
manager, Liven, Spain

*“At SNACKEX the visitors are 100% focussed on snacks and come with the clear intention of buying machinery or developing their business”*

John van Duin, senior sales  
manager, BMA, Netherlands

# Education Courses

Industry best practice and latest applications of new technology



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## QUICK COURSE FACTS

- ✓ 50-60 attendees per course
- ✓ 3 day education programme
- ✓ 25+ countries participating

### PART I

#### CHIPS & SNACKS

Raw materials to formed products

**“Interesting presentations that were all delivered in an engaging and informative manner”**

Aaron Hendren, MRP Controller,  
Tayto Group

### PART II

#### CHIPS & SNACKS

Formed products to end-of-line (flavour workshop)

**“Very high standard and very knowledgeable speakers”**

Anthony Ford, Pilot Plant Manager,  
KP Snacks

### PART III

#### SNACK NUTS

Origins to packet (flavour workshop)

**“ Information on all aspects of the snack industry – very good. Keep up the excellent work ”**

Johan Viviers, Technical Director,  
Yarra Valley Snack Foods

# Testimonials from some of ESA members

*“We see ESA as a substantial, effective and efficient leader in advocacy, communication as well as regulatory affairs”*

Sandra IAGALLO, Director of General Affairs and Institutional Relations, Kellogg's



*“All topics managed by ESA at European and international level have resulted in very tangible benefits for our business which meant also a sustainable growth in challenging times.”*

Valentina MAGLIO, Director of General Affairs and Institutional Relations, Unichips



*“In the last years and on sector-relevant dossiers, ESA has been successful in defending members' interests at European and international level.”*

Mathijs PETERS, PepsiCo EU Corporate Affairs



**PEPSICO**

*“ESA's remarkable work on blanched peanuts at the level of the World Customs Organization has saved businesses from significant increase in tariff rates”*

Ellen QUINN, Senior Director SRA Europe, CIS and Turkey, Mars



# ▶ Annex





## Board of directors

Setting the direction and strategic plan

### EC Regulatory working Group

Responsible for general food law, food safety, labelling, nutrient profiles, nutrition and health claims, etc.

### Nut processors working Group

Responsible for general contaminants, import controls and inspections fees, allergens, etc.

### Communications working Group

Responsible for outreach activities, media relations, industry commitments, nutrition and health

+ ad hoc  
working  
groups  
when  
relevant  
(e.g.  
acrylami  
de)

## ESA secretariat in Brussels

Implementing the strategy – Coordinating the work of the Committees

# Some ESA success stories



## Smoke flavouring

- ✓ Threat on the use of smoke flavourings in snacks products
- ✓ ESA mobilised the industry and provided data
- ✓ ESA managed to negotiate pragmatic and workable levels of smoke flavourings



## Acrylamide

- ✓ ESA and members made considerable efforts to collect data and promote findings to authorities
- ✓ Developed Code of Practice for managing AA formation during the production
- ✓ Collected 100,000 data point and published in peer-reviewed journal



## Country of origin labelling

- ✓ ESA was at the forefront advocating for a voluntary approach
- ✓ Efforts paid off as the European Commission finally preferred the voluntary approach to mandatory origin labelling



## Fosetyl residues

- ✓ ESA played a key role in rallying forces with national associations and other European trade associations
- ✓ Thanks to the coordinated efforts, the extension of the t-MRL was granted until 1 March 2019 for the six concerned tree nuts, allowing for an application to modify the MRL to be submitted for all the tree nuts.



## Blanched peanuts

- ✓ ESA assembled technical experts to revert the decision at the World Customs Organization to classify blanched peanuts as processed, which could lead to tariff rates increases from 0% to 11.2%
- ✓ As a result of ESA's and its allies' communication campaign, 5 WCO members submitted reservations to the decision.



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# THANK YOU

► **For more information contact:**

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