

foodservice solutions

Unternehmensberatung für System-, Marken-, und Handelsgastronomie
Annette Mützel & James Bola

Client:

Pack2Go is Europe's convenience packaging association. The members of Pack2go are the big companies that manufacture packaging for the food and beverages consumed on-the-go every day by millions of Europeans. The topic of the spring conference was "Food and Beverage Service Packaging in the Era of **Sustainability**". The association is headquartered in Brussels, Belgium - members are spread all over Europe.

Project:

foodservice solutions – Annette Mützel - was invited to Brussels to the annual Europe Spring Meeting for a lecture about „Market Evolutions for Foodservice. Topics of the lecture were facts and figures of the foodservice market in Europe, consumer mega trends like health, trust, and new communities. The main part was convenience and lifestyle (the nowadays clientele demands good and ecofriendly packaging for life on the go) and showing the newest concepts. A further important theme was hygiene, safety and environmental aspects.

