



# FOOD & BEVERAGE ASIA

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## CURRENT ISSUE HIGHLIGHTS

## EVENTS CALENDAR

| December 2013 |    |    |    |    |    |    |
|---------------|----|----|----|----|----|----|
| S             | M  | T  | W  | T  | F  | S  |
| 1             | 2  | 3  | 4  | 5  | 6  | 7  |
| 8             | 9  | 10 | 11 | 12 | 13 | 14 |
| 15            | 16 | 17 | 18 | 19 | 20 | 21 |
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## 2nd Annual Worlds of Healthy Flavors ASIA Conference Officially Kicks off in Singapore

2013-12-05  
URL:

The two-day Worlds of Healthy Flavors ASIA educational leadership conference kicked off yesterday at the Raffles City Convention Centre, bringing together key F&B industry players to share findings on healthier food choices which do not compromise Asian cultural preferences and flavours. This is the second time the conference is being held in Singapore.

Greg Drescher (Vice President of Strategic Initiatives and Industry Leadership, at The Culinary Institute of America (CIA)) officiated the start of the conference. He was followed by Rob M. van Dam (Associate Professor, Saw Swee Hock School of Public Health, National University Singapore) and Dr Annie Ling (Director, Adult Health Division, Health Promotion Board, Singapore). Each provided a quick introduction to the two-day conference.

Highlights for day one included a presentation on "Re-imagining Healthy Menu Options for Singapore and Beyond", helping F&B industry players to spur ideation, innovation, and to assist in health-oriented food service menu research and development processes. This was followed by a presentation by Yu Yu Ong (Euromonitor, Singapore) on Healthy Dining-out Culture in Asia and a panel discussion led by Jeff Cheong (Tribal Worldwide, Singapore) on the same topic including Trends, Opportunities and Challenges, in which selected panellists came together to discuss strategies to encourage their customers to make healthier choices.

"It's a great pleasure being back in Singapore for the second time running and we are honoured to be working together with Harvard School of Public Health, Department of Nutrition, Saw Swee Hock School of Public Health and Health Promotion Board to tackle relevant and current issues faced by the food industry," said Greg Drescher. "We are elated with today's turnout and it is great seeing familiar faces come together to share knowledge and findings to ultimately raise standards and ensure that more healthier food choices are available in Asia."

Dr Annie Ling, Director, Adult Health Division, Health Promotion Board said, "Menu innovation is a complex topic. I am pleased to see that this year's conference has taken the discussion forward beyond recipe development to looking at the broader supply chain from sourcing of new healthier ingredients to kitchen processes and marketing and promotions."

Highlights of the programme schedule for day two include a panel discussion on "Healthy Menu R&D in Asia - What are the BIG Opportunities?" led by Eve Felder (Managing Director, CIA, Singapore) and key speakers such as Aziza Ali (Chef, Managing Director, Aziza International, Singapore) and Robert Stirrup (Senior Executive Sous Chef, Fairmont Singapore & Swissotel The Stamford).

Talks by leading scientists such as Frank Hu (Professor, Harvard School of Public Health, Department of Nutrition), and nutritionists, such as Tricia Siwajek (Global Nutrition, Health and Wellness Champion, Nestlé Professional) will cover topics such as "Sodium in the Asian Diet", "A Focus on Healthy Fats & Oils", and "A Focus on Healthy Carbohydrates".

The line up of chefs giving culinary demonstrations includes more well known names such as Devagi Sanmugam (Chef, Author of Spice Queen), Tod Kawachi (Chef-Instructor, CIA, Napa Valley), Jeremy Nguen (Chef/Owner of Preparazzi Singapore) and Moon Kyung Soo (Executive Chef, Mikuni Restaurant, Fairmont, Singapore).

Singapore is the only stop outside the USA for this educational leadership initiative led by The Culinary Institute of America (CIA). It is run in partnership with the Harvard School of Public Health - Department of Nutrition, Saw Swee Hock School of Public Health, and Health Promotion Board. This conference intends to bring together an audience of over 150 delegates including influential opinion leaders, government leaders, health care food service professionals, trendsetters in the Asia food service sector and other culinary experts.

Program sponsors include Nestlé Professional, Kikkoman, SPRING Singapore, U.S. Cranberry Marketing Committee, Ventura Foods, and Vitamix.



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