**Food Matters Live debuts in Rotterdam next week**

23-24 September | Ahoy Convention Centre, Rotterdam

Calling all leaders of brands, manufacturers, retailers, foodservice, QSRs and nutrition, Food Matters Live will be coming to Rotterdam for the first time next week on **23-24 September.**

Food Matters Live is a unique event that brings together the latest ingredient innovations and cutting-edge technology solutions across categories including bakery, confectionary, snacks, low-no alcohol and more, with a premium audience of 750 product development, technical, R&D and nutrition teams. The event connects Europe’s food and nutrition industry with futureproof concepts to unlock their product innovations, insight and ingredient discovery.

There is still time for you and your teams to sign up and advance your NPD with the latest ingredient solutions and innovations. VIPs will unlock:

* Access to the Tastes of Better suites, journeying through cutting-edge ingredient innovation and technology covering taste, texture, and mouthfeel
* Presentations, panel discussions and case studies from a star-cast of 100 international speakers taking to 2 main stages
* Curated NPD Discovery roundtable discussions to connect and collaborate with innovators focused on your challenges
* New ingredients, product optimisation, and AI tools in the NPD Zone
* Co-location with Gastvrij, bringing together leading members of Europe’s hospitality industry

Take a look at the Official Event Preview guide to get the full picture: <https://foodmatterslive.com/rotterdam/official-event-preview-guide>

*Food Matters Live will celebrate their European debut on 23-24 September, don’t miss out on what will be a packed two days of inspiration, discovery, and game-changing connections. If you are a food and nutrition innovator working in new product development, technical, R&D or ingredient sustainable sourcing, apply as a VIP guest to attend:* [*https://foodmatterslive.com/rotterdam*](https://foodmatterslive.com/rotterdam)