

## FEDIMA 50<sup>th</sup> ANNIVERSARY – PRESS RELEASE

Today, 20 May 2019, FEDIMA celebrates its 50th anniversary.

FEDIMA was established in Milan in 1969 to represent the interests of the European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries. FEDIMA is composed of 12 National Bakery Ingredients Associations across Europe and represents over 20.000 direct employments, reaching approximately 500 000 points of sales in Europe offering delicious bakery and pastry goods consumed on a daily basis by European citizens.

To celebrate FEDIMA's Golden age, a cocktail event will be taking place on **27th June 2019**, in Brussels. The event will celebrate the 50th anniversary, while looking at the role and milestones of the Association over the last five decades spread over four major areas:

- food safety,
- informed consumers & consumers,
- bread industry promotion,
- occupational health & safety.

As confirmed speakers so far, Mella Frewen, Director General of FoodDrinkEurope, and Johan Sanders, President of FEDIMA, will give presentations.

*“Our 50<sup>th</sup> anniversary is a great moment to look back on FEDIMA's achievements. It is also the opportunity to remind us of the major role of bakery and pastry ingredients producers in making daily-consumed products always safe and innovative. At the same time, we wish to reiterate FEDIMA's vision and mission: being the European bakery ingredient platform to support and grow the bread and pastry market while shaping a favorable environment to ensure a sustainable and an innovative bakery industry. Let's all be proud and continue promoting bread, patisserie and confectionery as a part of the daily life of all European consumers!”*, Johan Sanders, FEDIMA President.



If you wish to come and celebrate with us, please register for the event [here](#).

**FEDIMA** – The Federation of European Manufacturers and Suppliers of Ingredients to the Bakery, Confectionery and Patisserie Industries – is composed of national associations across 12 member states. FEDIMA represents an estimated 200 companies with approx. 5 billion EUR turnover. These companies develop tailor made solutions to meet customers' demands.

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