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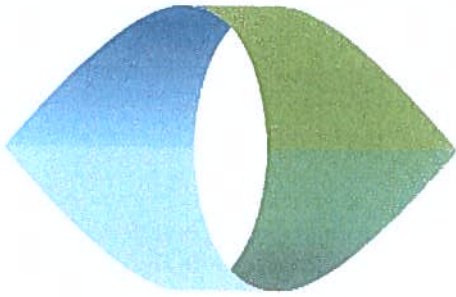
Starch Europe Announces 60th Anniversary Campaign With Launch of New StarchinFood.eu Website

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2019 marks the 60 year anniversary of Starch Europe, the trade association representing the European starch industry. Starch Europe and their members will be organising a series of actions throughout the year, as the European starch industry celebrates its long and proud history, and looks forward to a bright future.

Announcing the launch of the newly redeveloped online information platform StarchinFood.eu, the first milestone in this year's anniversary activities, Jamie Fortescue, Managing Director of Starch Europe, stated: "The plant-based ingredients produced by the EU Starch industry come in many varieties with different functions and uses. Thanks to their versatility, these ingredients are widely used by food manufacturers to offer the everyday food that consumers enjoy. This in turn has created an increasing appetite for reliable information about our ingredients."



STARCH EUROPE

He added: “Starch in Food now becomes a true digital platform for all stakeholders, including consumers interested in food, with timely fact-based information as well as questions and answers, catering for many different levels of interest. In-depth information on starch-based ingredients, science and media corners for those who want to dig deeper, and a new look and feel all combine to create a reliable source of sound science-based information.”

Throughout 2019, Starch Europe will organise multiple activities, including an events campaign which will be launched at the association’s annual conference on 15 October and which will see its members hosting events across Europe to share stories on starch in food.

Visit www.starchinfood.eu, to find answers to questions about starch-based ingredients.

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