



European
Snacks
Association

European Snacks Association

► **Membership
value
proposition**

www.esasnacks.eu



Who we are

We represent snack producers and their suppliers – including ingredients, equipment, packaging, etc.



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We cover more than 80% of the branded European savoury snacks market



200
MEMBER
COMPANIES

OF ALL SIZES
FROM OVER



HALF
of the members are
small and medium
size enterprises
SMEs



DIRECT EMPLOYMENT
40,000
PEOPLE

SHARE OF THE EUROPEAN
FOOD AND BEVERAGES MARKET

1.5%

APPROX. 100
production sites across the EU

▶ Among the 200 ESA member companies we are proud to mention:



What we offer



Defending your business

- ✓ Defending members' interests at European and international level
- ✓ ESA is leading key committees at FoodDrinkEurope and collaborates with EU key sector associations
- ✓ Exchanges with the European Commission, the European Parliament, Member States, WHO, FAO, WTO, etc.



Access to information

- ✓ Industry positions, update on EU legislation and regulatory environment, etc:
 - Regular real-time circulars from working groups
 - Snacks Magazine, ESA's monthly official trade journal
 - Online members' area
 - Monthly online newsletter



Business opportunities and Networking

- ✓ SNACKEX, world's ONLY 100% savoury snacks and nuts dedicated trade show
- ✓ www.snackex.com
- ✓ Snack production training courses for savoury snack makers and industry suppliers

Our structure



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Board of directors

Setting the direction and strategic plan

EC Regulatory working Group

Responsible for general food law, food safety, labelling, nutrient profiles, nutrition and health claims, etc.

Nut processors working Group

Responsible for general contaminants, import controls and inspections fees, allergens, etc.

Communications working Group

Responsible for outreach activities, media relations, industry commitments, nutrition and health

+ ad hoc
working
groups
when
relevant
(e.g.
acrylamide,
sustainability, etc.)

ESA secretariat in Brussels

Implementing the strategy – Coordinating the work of the Committees

World's only 100% savoury snacks and nuts
dedicated trade show! www.snackex.com



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JOIN US AT

SNACKEX

STOCKHOLM
19-20 JUNE 2024



QUICK 'SNACKEX' FACTS

- ✓ 3,500+ attendees
- ✓ 180+ exhibitors
- ✓ 10,000+ sqm trade show
- ✓ 90+ countries participating

THE MUST-ATTEND EVENT FOR EVERYONE IN THE SAVOURY SNACKS INDUSTRY

SNACKEX.COM

“SNACKEX is THE one chance to make contact in one place with all the most important parties in the snacks business. For me it is a great event for networking”

Horst Kalbfleisch, director
quality management
international, Lorenz
Snack-World, Germany

“We are always impressed by the quality of the visitors at SNACKEX – they tend to be decision makers and professionals, not like at the big exhibitions”

Verónica Ballesteros,
corporate communications
manager, Paulig, Spain

“At SNACKEX the visitors are 100% focussed on snacks and come with the clear intention of buying machinery or developing their business”

John van Duin, senior sales
manager, BMA, Netherlands

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Training Courses

Industry best practice and latest applications of new technology



QUICK COURSE FACTS

- ✓ 50-70 attendees per course
- ✓ 3 day interactive education programme
- ✓ 25+ countries participating

PART I

CHIPS & SNACKS

Raw materials to formed products

“Interesting presentations that were all delivered in an engaging and informative manner”

Aaron Hendren, MRP Controller,
Tayto Group

PART II

CHIPS & SNACKS

Formed products to end-of-line (flavour workshop)

“Very high standard and very knowledgeable speakers”

Anthony Ford, Pilot Plant Manager,
KP Snacks

PART III

SNACK NUTS

Origins to packet (flavour workshop)

“ Information on all aspects of the snack industry – very good. Keep up the excellent work ”

Johan Viviers, Technical Director,
Yarra Valley Snack Foods

Testimonials from some of ESA members



“We see ESA as a substantial, effective and efficient leader in advocacy, communication as well as regulatory affairs”

Sandra IAGALLO, Director of General Affairs and Institutional Relations, Kellogg's



“In the last years and on sector-relevant dossiers, ESA has been successful in defending members' interests at European and international level.”

Mathijs PETERS, PepsiCo EU Corporate Affairs



“All topics managed by ESA at European and international level have resulted in very tangible benefits for our business which meant also a sustainable growth in challenging times.”

Valentina MAGLIO, Director of General Affairs and Institutional Relations, Unichips



Some ESA success stories



Smoke flavouring

- ✓ Threat on the use of smoke flavourings in snacks products
- ✓ ESA mobilised the industry and provided data
- ✓ ESA managed to negotiate pragmatic and workable levels of smoke flavourings



Acrylamide

- ✓ ESA and members made considerable efforts to collect data and promote findings to authorities
- ✓ Developed Code of Practice for managing AA formation during the production
- ✓ Collected 100,000 data point and published in peer-reviewed journal



Country of origin labelling

- ✓ ESA was at the forefront advocating for a voluntary approach
- ✓ Efforts paid off as the European Commission finally preferred the voluntary approach to mandatory origin labelling



Fosetyl residues

- ✓ ESA played a key role in rallying forces with national associations and other European trade associations
- ✓ Thanks to the coordinated efforts, the extension of the t-MRL was granted until 1 March 2019 for the six concerned tree nuts, allowing for an application to modify the MRL to be submitted for all the tree nuts.



Blanched peanuts

- ✓ ESA assembled technical experts to revert the decision at the World Customs Organization (WCO) to classify blanched peanuts as processed, which could lead to tariff rates increases from 0% to 11.2%
- ✓ As a result of ESA's and its allies' communication campaign, 5 WCO members submitted reservations to the decision.



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THANK YOU

► **For more information contact:**

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