

Claim to fame!

How to make **impactful marketing claims**
for your **healthy food and drink** products
and stay within the law

Date: Thursday 12th May 2022
Time: 10h - 11h BST / 11h - 12h CEST

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Welcome and introduction to the AHFES project

Noelia Dosil | *Innovation project manager, Clúster Alimentario de Galicia (Clusaga)*

Making Nutritional Claims

Sarah Robson | *Senior Food Technologist at ZERO2FIVE, Food Industry Centre, Cardiff Metropolitan University*

Health claims

Mariana Coelho | *PhD, Instituto Nacional de Saúde Doutor Ricardo Jorge (INSA)*

Ecolabeling of products: How to provide environmental information to consumers

María Margallo | *Associate Professor, Department for Chemical and Biomolecular Engineering, University of Cantabria*

Questions & Answers

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AHFES - A quadruple helix Atlantic Area healthy food ecosystem for growth of SMEs is a European project funded by the Interreg Atlantic Area programme. AHFES aims to improve the innovation, competitiveness and growth of healthy food and drink SMEs to align their products with the needs and expectations of consumers through services and training.