



FOR IMMEDIATE RELEASE:

Contact: Mathew Gulick
Communications Director
Tel: 202-293-5800
mgulick@vertosolutions.net
Web: www.iacmcolor.org

**IACM Hosts Successful 2014 Global Color Conference
Program Focused on the Use of Colors to Safely Enhance Foods and Beverages**

WASHINGTON, D.C. (October 9, 2014) – The International Association of Color Manufacturers held the 2014 Global Color Conference, September 30-October 1, at the Marriott O’Hare Chicago, in Chicago, IL. This year’s theme, “Making an Impact: Using Color to Safely Enhance Food and Beverage,” offered those attending the meeting a robust schedule highlighting the industry’s ability to innovate and meet global challenges and opportunities.

Attendees from around the globe heard from experts on product development, scientific policy, consumer insights, international regulations and communications during the conference, while an exhibit hall and multiple networking opportunities allowed the attendees to make valuable connections with peers throughout the industry. Among the buzziest sessions was a talk given by Dr. Ronald Simon of Scripps Health, who laid out a potential clinical trial design to understand the effects of food colors on children’s behavior, while other highly rated speakers included Dr. Diana Doell of the US Food and Drug Administration, Lindsey Loving of the International Food Information Council, Nirvana Chapman of Mintel and IACM member Dr. Tang Rojanasasithara of PepsiCo who spoke on technical challenges with incorporating natural colors into beverage products.

“We were very pleased with the response to this year’s Global Color Conference,” said IACM Executive Director Sarah Codrea. “Conference attendees provided largely positive feedback about the structure and content of the event, noting that the flow from international regulatory updates, to product development sessions, to consumer insights and finishing with scientific policy updates worked well and encouraged IACM to continue expanding upon this format at our next event.”

To learn more about future IACM events, contact Lisa Goldstein at lgoldstein@vertosolutions.net. For more information about IACM, visit www.iacmcolor.org.

For additional information, please contact:

Mathew Gulick
Communications Director
Tel: 202-293-5800
Email: mgulick@vertosolutions.net
Web: www.iacmcolor.org
www.iacmcolor.org/2014GlobalColorConference

The International Association of Color Manufacturers (IACM) is a trade association that represents the manufacturers and end-users of coloring substances that are used in foods, drugs, and cosmetics. Our association includes members that produce and use both certified and exempt from certification colors. For more information on our services and products, please visit www.iacmcolor.org.

###