



FRIENDS OF GLASS TOUR D'EUROPE UNDERWAY FOLLOWING LAUNCH AT EXPO MILANO

Friends of Glass continues the #MapYourTaste campaign across Europe

Brussels, Monday 1st June, 2015: Friends of Glass, an influential community movement that encourages Europeans to look beyond the label and choose glass packaging, kicked off their 2015 Tour d'Europe at **EXPO Milano**, with a world class cooking, tasting, and infotainment event. This took place on Thursday, 28th May.

Joined by renowned global taste experts [Andreas Larsson](#), Best Wine Sommelier of the World, [Jane Peyton](#), UK Beer Sommelier of the Year 2014-2015, and Prof. Antonello Santini, Member of the European Food Safety Authority EFSA, Friends of Glass introduced the #MapYourTaste 'Taste Map of Europe' campaign to EXPO Milano attendees.

The #MapYourTaste campaign aims to showcase the differences of taste across European countries, by encouraging consumers to map their own personal taste via a fun online [quiz](#). The campaign will continue throughout 2015, and all findings will be combined to define the ultimate 'Taste of Europe' at the end of the year. Consumers who take part will also learn more about why glass is the packaging option that best preserves premium taste and untainted quality of any food or beverage.

Key European journalists and bloggers joined Friends of Glass at EXPO for the Tour d'Europe launch event. A cooking session with Italian chef, Stefania Corrado, was followed by a unique wine and beer tasting session, hosted by Andreas Larsson and Jane Peyton. Speaking on behalf of the **Friends of Glass** community, **Vitaliano Torno**, President of FEVE, the European Federation of Glass Packaging Manufacturers said: *"With the Feeding the Planet, Energy for Life theme, EXPO represents a unique platform for glass packaging represented by Friends of Glass. The #MapYourTaste campaign encourages consumers to choose glass packaging as best solution for their food and drinks."*

Speaking about the Tour d'Europe and #MapYourTaste campaign, taste expert **Andreas Larsson** said: "EXPO Milano is a fascinating global event, so when it comes to mapping the *Taste of Europe*, it's the best place to capture such input."

The **#MapYourTaste** campaign will continue to tour European cities as part of the Tour d'Europe in 2015, with the next stop being at Salon de la Revue du Vin de France on 5 June. The tour will continue until the end of 2015 also visiting other European cities such as London, Hamburg, Munich and Madrid.



For more information on the #MapYourTaste campaign, please contact:

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Defining Taste via the Friends of Glass Taste Map:

Salty, sweet, bland, sour or bitter are five taste categories that are generally agreed as the core parameters to define taste. Spicy and cool tastes can be added to broaden the spectrum. **Friends of Glass** has created a foundation taste map with global taste experts - this map will act as the basis for the campaign which will be further elaborated on as consumers contribute their own preferred taste. The experiment is open to everyone; mums, dads, nutritionists, dietitians, food lovers everywhere, be it fine-dining enthusiasts, professional chefs or home-cooking maestros, foodie bloggers, taste connoisseurs, wine sommeliers, beer buffs and home brewers – the list is endless.

How to take part and #MapYourTaste

Go to www.friendsofglass.com/mapyourtaste and complete the quiz to #MapYourTaste

Discover how your preferences will feed into the Taste Map

Learn more about different tastes from peer consumers and our Taste Makers

Join the Friends of Glass Community on Twitter at [@friendsofglass](https://twitter.com/friendsofglass) or [Facebook](https://www.facebook.com/friendsofglass) or on www.friendsofglass.com/tastemap to stay up-to-date the #MapYourTaste campaign or share your results and whether you are surprised

Enjoy the pure taste of your food and drink. Choose Glass

About Glass Packaging:

An increasing number of Europeans surveyed (87% in 2014 compared to 74% of those surveyed in 2010) recommend glass as their number one packaging choice for food or beverages. This clearly demonstrates consumers trust glass as one of the most pure and inert materials. Glass is made of natural ingredients, is inert, and has no chemical layers. This also means that it doesn't alter the taste of your food and drinks, and protects the taste and quality of the contents within – which means that glass packaging can also help reduce food waste by extending shelf life. Scientists have also conducted extensive research on the health and safety benefits of glass packaging.

About Friends of Glass:

Friends of Glass is an influential European consumer forum that supports and promotes the right of consumers everywhere to choose food and drink products in glass packaging. It unites all those who believe glass is the clear choice for taste preservation, personal health and the environment. Friends of Glass was initiated in 2009 by the European Container Glass Federation (FEVE) in response to a pan-European survey, commissioned by FEVE in September 2008, in conjunction with the research agency, InSites; which found that 74% of European consumers prefer glass packaging for their food and drinks. Today, this figure has increased to 87%.



About FEVE:

FEVE, the European Container Glass Federation, is the association of European manufacturers of glass packaging containers and machine-made glass tableware. The federation represents the glass container industry at an international and European level, serving as a forum for examining common questions. FEVE maintains a dialogue with the European institutions and agencies on environmental, trade and other important issues relevant to the industry. The federation promotes glass packaging and glass recycling, complementing the activities of the glass industry at a national level.

[#MapYourTaste](#)