

CALL FOR PAPERS

EBC Symposium 'Drinkability'

Edinburgh, Scotland UK, 6 – 7 November 2006

The European Brewery Convention (EBC) will hold a Symposium over two days on 'DRINKABILITY'. General Chairmen are Sarah Bennett (Scottish & Newcastle) and Prof. Paul Hughes (Heriot-Watt University). The Symposium will take place at S&N UK headquarters in Edinburgh, Scotland, UK, 6–7 November 2006 (arrival on 6 November).

- Purpose:** to present and discuss 'the state of the art' and to share learnings and experiences
- Participants:** new product developers, product quality specialists, consumer insight professionals, marketers and brewers
- Programme:** invited/submitted papers (20-30 minutes' duration) together with formal/informal discussion (including an interactive idea generation session) and time available for questions & answers

MAIN THEMES

The scope of the Symposium is expected to include:

- Definitions of drinkability
- Evaluation and measurement (sensory and consumer perspectives)
- Drinkability impact factors (*e.g.* composition, appearance, psychological, physiological, environmental)
- Regulating and maintaining drinkability
- Future perspectives

SUBMISSION OF PAPERS

Anyone wishing to contribute to this Symposium is invited to inform the

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on topics within the above or related themes. Speakers should indicate the subject they would like to present and submit a preliminary title of their proposed paper with a short abstract (max. 10 lines). Please reply at your earliest convenience, **the closing date for paper applications is 1 July 2006**. When sending your submission please indicate it concerns the 'EBC Symposium Drinkability'. In the event of too many proposals being submitted, EBC may be forced to reject some despite their quality.

The Symposium language is English and all papers have to be presented in that language. All contributions will be published in the series of EBC Monographs.

PARTICIPATION

Anyone wishing to participate as a delegate in this Symposium is invited to inform the EBC Secretariat at the address given above. Details of the programme will be announced in due course.