

Saffron: Variety is the Spice of Life

Leveraging consumer
trends to introduce
novel ingredients

London, 26th January 2017



Considered the world's most expensive spice, saffron is rarely used in Western food products and perfumery. But recent consumer trends have enabled novel ingredients to hit the mainstream.

International marketer turned entrepreneur, Mahbir Thukral has recently launched his Indian Saffron business in the UK. One of the ways he's inspiring greater use of this highly prized spice is having developed a range consumer products that have all been infused with saffron.

Join us for the first BSP talk of 2017 as Mahbir shares the challenges and opportunities he has faced in introducing this very Eastern spice to the Western market. He will present how saffron is being used by both the flavour and fragrance industries, and will reiterate the importance of investing in novel ingredients and new product development as marks of differentiation in the minds of both customers and consumers alike.

Saffron: Variety is the Spice of Life, a talk by Mahbir Thukral
26th January 2017 @ 7:00 pm - 9:00 pm

LOCATION: Impact Hub Kings Cross
34B York Way, Kings Cross, London N1 9AB

Attendance for Members of BSP, BSF & SCS is free, subject to our terms and conditions (visit the website for details).

Attendance for Friends and non-members costs £10, paid in advance. This fee is not refundable and is subject to our terms and conditions. Pre-booking is essential for members, friends and non-members.

Please confirm to roger@britishsocietyofperfumers.co.uk if you would like to attend. Visit the BSP website for news and details of forthcoming events: www.bsp.org.uk

