

The Hidden Taste Trail

Project Information (EN)

The Hidden Taste Trail is an exclusive day of food and design, featuring curated projects, trend talks, and innovation insights for food professionals. It showcases concepts that address major societal challenges. It highlights future trends and developments in the world of food and drink. And it offers participants the opportunity to experience the journey from initial idea to realisation. The day concludes with a sensory-stimulating dinner, a true taste experience with an eye on the future of food and drink. The program will look as follows: TASTE BEYOND – TREND TALK - Flavour doesn't stop at the tongue. Discover how design, context and experience shape what we taste. THE FUTURE IS EDIBLE – MASTERCLASS - A deep dive into the world of design-driven food innovation. Are you ready to see and create differently? UNCOVER THE UNSEEN – DESIGN FOOD TOUR - Hunt for hidden food stories on an exclusive safari through groundbreaking projects and inspiring food spots in Eindhoven. SECRET SUPPER – HIDDEN POP-UP DINNER - We gather for an intimate dinner at a secret location where storytelling and flavour come together for one night only. For who? For foodprofessionals working on the (near) future of food, Brand managers, product developers, food designers, trend watchers and consultants. Unique collaboration The Hidden Taste Trail is a unique collaboration of Mary van Hoek-Hendriks, founder and food impactor of Start a Food Story and world wide food innovation expert together with Kim de Smit and Lydia Sijbers, founders of Foodsafari, experts in unique tailor-made trend tours in the Netherlands and beyond.

Projectinformatie (NL)

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Image List

Filename	Caption	Credit
No images available.		

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