

# Free From 75 Golden Minutes



Agro Food Park 13  
8200 Aarhus N

March 31  
07:15 – 08:30

Join Danish Food Cluster to a morning free from additives.

## **Prof. Klaus G. Grunert - Aarhus University**

*Trends and future thoughts about Free From. How has the consumer behaved and how will this affect the producers?*

## **Carl Bjarne Mikkelsen – Innovation Manager, ISIS**

*ISIS is a Free From company. How is it to build a company, free from something that natural as sugar? What are their expectations for the development of Free From?*

## **Anne Kjeldsen – Brand Manager, Arla Foods**

*About the development of the lacto free category and how Arla Foods have experienced the rise of free from in Denmark.*

Free From has been a huge trend and this morning the three presenters will give their perspective on the phenomenon.

Sign up – send an email to  
Thomas Jakobsen, [thj@danishfoodcluster.dk](mailto:thj@danishfoodcluster.dk)

The meeting is free for members of Danish Food Cluster. For non-members the fee is DKK 300 ex. VAT.  
(The event will be held in Danish)



AARHUS UNIVERSITY



FREE FROM:

GLUTEN

SUGAR

ALTS

WHEAT

FAT

SOY

LACTOSE

ON MARCH 31