

New food trends come to life this weekend at the Leuven Food Fashion Festival

27 June 2019



What is the role of social media in the way the food is produced and cooked? How are new dietary trends like veganism shaping our food habits? These are some of the questions behind new food trends brought to life at the Food Fashion Festival at Ladeuzeplein in Leuven this Saturday, 29 June from 12:00-18:00.

The Leuven Food Fashion Festival is the first of a series of free culinary events across Europe, organized by the European Union's leading food innovation initiative EIT Food, in collaboration with Azti Tecnalia and the European Food Information Council.

The event will highlight major food trends through activities, games and exhibitions. Food trends represent the evolution of consumers' preferences on food-related habits. These preferences have a significant effect on the food ecosystem - from farm to fork - and the festival is a unique opportunity for citizens to discover how food trends are impacting our society.

As the name of the festival suggests, the main event is conceived around a fashionista show – a metaphorical choice to provoke the audience to observe food under novel lenses. A catwalk with models showing clothes inspired by food trends

Dr. Martine van Veelen, Director EIT Food West said: "We believe that it is important for citizens to being aware on how food habits and technologies are changing. The Food Fashion Festival is the occasion to not

only taste delicious food, but also to discover how our lifestyle is impacting food production and consumption”.

The main event will be surrounded by food trucks offering innovative food combinations like vegan Mexican cuisine or totally personalized ice-creams. Start-ups will showcase exciting new technologies like 3D food printing and visitors are invited to take a Virtual Reality journey ([Future Kitchen](#)) to Iceland to visit a sustainable tomato production site.

Press contacts

Dr. Martine van Veelen
Director - EIT Food West
Martine.vanveelen@eitfood.eu

Astrid Vandromme
EUFIC – European Food Information Council
Astrid.vandromme@eufic.org

Davide Carrino
EUFIC – European Food Information Council
Davide.carrino@eufic.org

Background

The Leuven Food Fashion Festival is part of a series of events organized by a consortium of organizations coordinated by [Azti tecnalia](#) and financed by [EIT Food](#). The event will be replicated in Bilbao (Spain) in October. The overall project ambition is to connect EU citizens with food innovation and trends.

Event details

- Time: June 29, 12:00 – 18:00
- [Event webpage](#)
- [FB event](#)

About EIT Food

EIT Food is Europe’s leading food innovation initiative, with the aim of creating a sustainable and future-proof food sector. The initiative is made up of a consortium of key industry players, startups, research centers and universities from across Europe. It is one of six Knowledge and Innovation Communities (KIC) established by the European Institute for Innovation & Technology (EIT), an independent EU body set up in 2008 to promote innovation and entrepreneurship across Europe.

Consortium Partners

- [Azti tecnalia](#)
- [European Food Information Council](#)
- [KU Leuven](#)