

# Is it Vegan?



right solutions.  
right partner.



The vegan market is one of the fastest growing sectors of the food industry at current, with more and more products being released for sale marketed as “vegan”, “vegan-friendly”, or similar terms. With this rapid expansion comes an increase in demand for analysis to support those claims, and understanding how our testing capabilities meet the needs of either the vegan producer or consumer is not always simple.

The webinar will aim to briefly explore the ideas behind the growing vegan market, its impact on producers and consumers, and the role of analyses offered by the Allergens department at ALS Chatteris in supporting our vegan and plant-based clients.

We aim to cover:

- » What is understood by “Vegan” in legal, trademarked, and consumer terms.
- » The food safety implications of foods labelled as vegan.
- » The assays offered by ALS Chatteris that pertain to vegan produce.
- » The direction the market is going, and its relevance to the service we offer.

- Duration: 60 minutes including Q&A
- Speaker: Lawrence Hone - ALS Development Analyst
- Cost: 55€+ VAT (per person)

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**You will receive a certificate of attendance for  
your participation**