

Press release

EDIBLE INSECTS CRAWL ON STAGE

F&B Innovation Forum (Shanghai) and Food Vision (Singapore) invited Bugsolutely to present the world of edible bugs to the decision-makers of the Asian food industry.

April 5, 2017 - Packaged foods with bugs as ingredients are a popular topic in Western countries, but now the conversation has arrived in South East Asia and even in China. In Thailand, edible insects are now on supermarket shelves. In China, some articles appeared for the first time in the media. Bugsolutely will contribute to spread the word to food professionals by promoting edible insects at food forums in Singapore and Shanghai.

Food Vision Asia

At Food Vision Asia Bugsolutely will be represented by Nathan Preteseille, on April 26th. Nathan's presentation will focus on the evolution of the insect food, with examples of packaged products from 2014 to 2017, including the case of Cricket Pasta, the first pasta with 20% cricket flour. He will also present some ideas to overcome preconceptions of bugs as food, including for example the exceptional nutritional properties, such as protein, minerals, vitamins, fibres and omega 3.

Food and Beverage Innovation Forum 2017, Shanghai

Massimo Reverberi, founder of Bugsolutely, will be one of the speakers at the

FBIF2017 in Shanghai. His presentation *“Bugs Crawling to the Supermarket Shelves - The New World of Insect-based Consumer Packaged Goods (CPG)”* will start at 3 pm on April 21. Massimo will address the evolution of insect-based CPG in the West during the last 3 years, the regulations in Western countries, and the special case of Cricket Pasta: incorporation of insects into staple food for the mass market. He later will be on-stage for a special session on edible insects, together with Susie Xiao from Pesign.

About Food Vision Asia

Food Vision Asia (www.foodvisionasia.com) explores Asia’s rapidly growing food and nutrition market and is hosted at the Grand Hyatt Hotel, Singapore from April 25-27. It focuses on this particular region’s growth market and the challenges it faces. It features senior figures in food research and development, marketing and business strategy from Asian and international food and nutrition businesses.

About the F&B Innovation Forum

The F&B Innovation Forum (www.foodforum.cn) will be held April 19-21 at the Longmont Hotel, Shanghai and is the most influential conference in Asia-Pacific in the F&B industry. This year’s theme is “Global Innovation, Powering Future!”, where more than 90 speakers and 1500 executives are expected to attend.

About Bugsolutely

Bugsolutely is a food company specialized in edible insect products. Founded in 2015 in Bangkok, Bugsolutely is at the forefront of the rapidly growing market of "bug foods" by producing Cricket Pasta, the only pasta in the world containing 20% cricket flour. Cricket Pasta is a superfood with great nutritional values, including a high protein content, and a very low environmental impact. Bugsolutely is also one of the founder of www.affia.org, the edible insect association of South East Asia.

For more information and photos, please visit:
<http://www.bugsolutely.com/press/> or contact info@bugsolutely.com