

# Invitation to The Keyhole Conference

– when food labeling works

Does the Keyhole label change the way we shop for groceries?  
Do we reach the consumers of today – also on new arenas?  
Is this label having an impact on the production of new and healthier foods?

**Be** at the forefront of the latest research on food labeling and the upcoming activities with the Keyhole label.

**Date:** Wednesday the 13th of October 2010

**Time:** 9:30–16:30

## Location:

Nordatlantens Brygge,  
Strandgade 91,  
1401 Copenhagen

With invaluable support from both consumers, retailers and food producers the Nordic Keyhole continues to be an ongoing success. We must continue to rise to the challenges we face with regards to lifestyle and food habits and developing the Keyhole label is of paramount importance.

## The Keyhole conference offers, among other topics

- The latest European research on food labeling and labels in general by Flabel
- The Minister for Food, Agriculture and Fisheries Henrik Høegh: The Keyhole label revolving fast food and “to go” arenas
- Future Keyhole activities in Denmark, Sweden and Norway



**EXPERIENCE** the Nordic Keyhole – the place to see, hear, taste, and get more knowledge about the Keyhole and the many activities that takes place in the Nordic countries.



Healthy choices made easy



## REGISTRATION

At the latest, Monday the 27th of September.

Sign up with coordinator Puk Holm, puho@fvst.dk

**The first 50 to sign up participates for free.**

Price: 750 kr.

[www.noeglehullet.dk](http://www.noeglehullet.dk)

[www.nyckelhålet.se](http://www.nyckelhålet.se)

[www.nokkelhullsmerket.no](http://www.nokkelhullsmerket.no)

