

**2026 EFLA CONFERENCE:**  
**From labels to algorithm:**  
**food information in the digital era**

1 December 2026 | Vevey, Switzerland

|                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8:30 - 9:00                                                                                                                                                                                  | <b>Registration and coffee</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 9:00 - 9:05                                                                                                                                                                                  | <b>Greetings</b><br><i>Paola Corte, EFLA President</i>                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 9:05 - 9:20                                                                                                                                                                                  | <b>Opening address</b><br><i>Leanne Geale, Nestlé</i>                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Session I: "15 years of FIC: rethinking consumer information beyond the pack"</b><br><b>Chairperson: <i>Andreas Meisterernst, Meisterernst Rechtsanwälte, and EFLA Vice-President</i></b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 9:20 - 9:45                                                                                                                                                                                  | <b>Recent CJEU case law on FIC: the evolving canon of the "average consumer"</b><br><i>Manon Ombredane, Squire Patton Boggs</i>                                                                                                                                                                                                                                                                                                                                                            |
| 9:45 - 10:10                                                                                                                                                                                 | <b>Nomen Omen: Recent Case Law on Legal Names and Policy Developments</b><br><i>Paola Corte, Studio Legale Corte</i>                                                                                                                                                                                                                                                                                                                                                                       |
| 10:10 - 10:35                                                                                                                                                                                | <b>Who is being protected? Courts' interpretation of front-of-pack nutrition labelling requirements</b><br><i>Francesco Planchenstainer, Nestlé, and EFLA Vice-President</i>                                                                                                                                                                                                                                                                                                               |
| 10:35 - 10:50                                                                                                                                                                                | <b>Discussion session</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 10:50 - 11:20                                                                                                                                                                                | <b>Coffee Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 11:20 - 12:05                                                                                                                                                                                | <b>Roundtable: Beyond harmonisation: voluntary nutrition schemes, member state activism and private rating systems</b> <ul style="list-style-type: none"> <li>• The Belgian digital advertising position giving an overview of options by member states, <i>Aude Mahy, DALDEWOLF</i></li> <li>• French experience - decision of the Conseil d'État on Nutriscore and mandatory schemes, <i>Emily Amat, DWF</i></li> <li>• Yuka and private ranking systems , <i>Speaker TBC</i></li> </ul> |
| 12:05 - 13:05                                                                                                                                                                                | <b>Roundtable: FIC &amp; precautionary allergen labelling (PAL): where harmonization is thin</b> <ul style="list-style-type: none"> <li>• EU initiatives, Codex PAL, policies in Germany, <i>Speaker TBC</i></li> </ul>                                                                                                                                                                                                                                                                    |

12:05 - 13:05

- **Member States approach to PAL**
- *Netherlands, Karin Verzijden, Axon Lawyers*
- *Spain, Vicente Rodriguez, Legal Agrifood Abogados*
- *UK, Nicola Smith, Squire Patton Boggs*

13:05 - 14:00

Lunch

**Session II: "The digital dimensions of food information: platforms, search engines, influences and beyond"**

**Chairperson: *Francesco Planchenstainer, Nestlé, and EFLA Vice-President***

14:00 - 14:25

**Risk, uncertainty and trust: how consumers respond to new technologies**

*Michael Siegrist, Zurich Institute of Technology*

14:25 - 14:50

**Beyond the label: trust, standards and AI in consumer food information**

*Iain Walker, GS1*

14:50 - 15:15

**Digital Fairness Act & Audiovisual Compact: what it could mean for food marketing**

*Ayse Prager, Nestlé*

15:15 - 15:40

**Applying FIC to distance selling and online platforms: product information, search algorithms and shared responsibility**

*Speaker TBC*

15:40 - 16:00

**Industry self-regulation: managing influencer use in practice**

*Peter Loosen, German Food Federation*

16:00 - 16:20

**Discussion session**

16:20 - 16:30

**Concluding Remarks**

*Francesco Planchenstainer, Nestlé, and EFLA Vice-President*

16:30

Farewell coffee

**e fla**

EFLA Organising Committee: Emily Amat, Paola Corte, Ina Gertsberger, Joanna Jaskolska, Peter Loosen, Andreas Meisterernst, Francesco Montanari, Manon Ombredane, Francesco Planchenstainer, Marlene Simonini, Elena Todorova

**European Food Law Association (EFLA)**

Avenue de Tervuren, 13A, Boîte 7 | B - 1040 Brussels

T: +32 2 736 53 54 - F: +32 2 732 34 27 - VAT: BE 0413 581 769

E: [secretariat@efla-aeda.org](mailto:secretariat@efla-aeda.org) - W: [www.efla-aeda.org](http://www.efla-aeda.org)