

The Taste Economy

Presented by Katten and Venrex

June 17, 2026

Katten and Venrex will host "The Taste Economy" at 5:00 p.m. on Wednesday, June 17. The discussion will focus on the emergence of the taste economy, where a product's value is inseparable from how it makes someone feel. To explore what it takes to win in this new landscape, Venrex will bring together three trailblazers in the taste economy to share their stories: Shizu Okusa (CEO, Apothékary), Jess Davidoff (CEO, Cob Foods) and Felix Sosa (CEO, Stealth Neolab). They will dive into the emotional truths they understood about humanity before the market did, how they sublimated these truths into their brand and future AI models, and where their creative inspiration comes from.

To learn more, contact [Dagne Olson](#).

CONTACTS

For more information, contact your Katten attorney or any of the following attorneys.



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