

## The Virtual Food & Drink Trends & NPD Conference, 21<sup>st</sup> September 2021

### Log In & Explore The Virtual Platform

08:30 - 08:50 (BST)

### Morning Co-Chairs' Opening Remarks

09:00 - 09:10 (BST)

**Amir Ali, Culinary Innovation & Strategy Manager, Mitchells & Butlers PLC**  
**Farrah Mosaheb, Category and Shopper Strategy Controller, Premier Foods**

### Hot Trends & Innovations – Panel Discussion & Q&A

09:10 - 09:45 (BST)

#### **Capitalise On Emerging Food & Drink Trends & Ingredients For Trailblazing & Profitable NPD**

- What consumer shifts are here to stay?
- What trends are influencing consumer purchasing decisions?
- How can we distinguish the fads from long-lasting trends to renovate your current product offering and ensure successful and profitable product launches?
- Trend forecasting for 2021/2022 and beyond – what market trends can we predict to get ahead of the curve with pioneering products and ranges which appeal to both consumers and retailer?

**Mark Donovan, Head of Botanicals & Innovation International, Tata Consumers**  
**Martyn Lee Manager Innovation & Executive Chef, Waitrose**  
**Ine Lubbers, European Marketing Director, Vegetables & Ready Meals, Nomad Foods**  
**James Kindred, Co-Founder & Chief Brand Officer, Big Drop**

### NPD Success – Perspective One

09:45 - 10:05 (BST)

#### **Stay Ahead Of The Curve With Competitive, Profit-Boosting NPD Which Drives ROI From Concept To Launch**

- Make your mark and drive purchasing power with pioneering product campaigns which have a meaningful impact on consumers
- Monetise consumer insights and translate data into commercially-viable products that directly target your desired audience for sky-high sales
- How are brands responding to new definitions of trust, quality, and what is 'essential' for trailblazing NPD?
- Guarantee long-term success by effectively measuring ROI and maximising marketing metrics

#### **9:45 – 10:05 (BST) Perspective One**

Claire Low, Marketing Director Confectionary, Mondelez (Cadbury, Trebor, Halls)

#### **10:05 - 10:25 (BST) Perspective Two**

Lauren Haslewood, Marketing Director, Creams Cafes

### MikMak – Bonus Session

10:25 - 10:40 (BST)

## The Virtual Food & Drink Trends & NPD Conference, 21<sup>st</sup> September 2021

### In this session, we'll learn:

- What metrics to track and how to make sure you are growing and protecting market share
- How to leverage insights as real-time actions to optimize commerce results
- Best practices from brands who integrated eCommerce insights with influencers, social listening, and retailer strategies

**Sean Bell McDermott, Account Manager, MikMak**

### Morning Break With Informal Networking

**10:40 - 11:10 (BST)**

### Adapting To Consumer Expectations To Drive NPD Success

**11:10 - 11:25 (BST)**

### In this session we will learn:

1. How consumers dietary requirements change and what trends they follow
2. How consumer expectations of new ingredients are evolving
3. How brands can adapt messaging and NPD to better cater for these needs
4. A snapshot of how Toluna Start can be used to gain actionable results in real-time.

**Magdalena Jablkowska-Citko, Research Director, Harris Interactive UK**

**Ruari Grigg, Digital Solutions Consultant, Toluna Corporate**

### Plant-Based – What's Next? – Double Perspective

### **Unlock The Key Drivers Behind The Surge In Plant-Based Alternatives For On-Trend Products & Formulations Which Excite & Captivate Consumers**

- Debunk myths around 'green foods' and influence purchase with targeted and consumer-led campaigns that excite, educate and engage
- As plant-based lifestyles and flexitarian approaches accelerate, what is the way forward for cutting-edge NPD and marketing?
- Crop diversity: plant-proteins, legumes, wholegrains – where to start with plant-based alternatives that complement your current product offering?
- Leverage actionable data and insights to understand what is motivating plant-based purchases for data-driven NPD
- Soy? Pea? Nuts? Discover the next must-have plant-based ingredients gaining increasing traction and market share

### **11:25 – 11:45 (BST) Perspective One**

Paul Brown, Founder, BOL foods

### **11:45 – 12:05 (BST) Perspective Two**

Claire Gallagher, Development Director, Over The Spoon

### New Health Trends – Panel Discussion

**12:05 – 12:40 (BST)**

**Cater To Consumers' Ever-Increasing Interest & Demand For Health, Wellness & Nutrition With Refreshing, Innovative & Creative NPD**

## The Virtual Food & Drink Trends & NPD Conference, 21<sup>st</sup> September 2021

- With more consumers interested in the impact of products on their wellbeing which key areas will continue to grow?
- Should we be monetising products that promote health and wellness and have a better impact on the environment for improved traction and boosted sales?
- Which innovations in food and drink NPD are supporting mental and emotional wellbeing to place your brand as a front-runner for healthy eating?
- Indulgent snacks vs. healthy buying trends – is convenience and indulgence trumping health as people seek out comfort food in tough times?
- Plant-based, free-from and meat-free is looking to still be big - how can brands optimise innovation strategies for quick wins on delivery platforms?

**Lee Boakes, Head of NPD & Innovation, Huel**

**Elena Devis, Senior Commercial Manager & Vegan Category Lead, Deliveroo**

**James Edmunds, Managing Director, Trip**

### Sustainability Trends

**12:40 – 13:00 (BST)**

#### **Cost-Effective Steps To Improve Brand Image By Harnessing Food & Beverage Sustainability Trends In Order To Fit The Worldly Demand For Change**

- Grow your own green credentials! Explore popular ozone-friendly products and ingredients which meet consumer expectations
- Going beyond carbon neutral! Identify and implement energy efficient methods to deliver a sustainable low-carbon competitive future
- Strike the balance between value, quality and sustainability to deliver on-trend products which are affordable to your consumers
- Greenwashing label challenges– best-in-class solutions to reduce misleading green claims for improved customer confidence and boosted brand loyalty

**Sophia Angelis, SVP Managing Director, Jack Daniel's Brands, Brown-Forman Beverages**

### Lunch Break For Delegates, Speakers & Partners

**13:00 – 14:00 (BST)**

### Breakout Discussion Groups

**13:00 – 13:30 (BST)**

**Please Feel Free To Join One Of The Following Informal Discussion Groups:**

- Sugar Reduction**  
Sally Lawrence, Head of Product, Oppo Brothers
- Sustainability Sells**  
Ine Lubbers, European Marketing Director Vegetables & Ready Meals, Nomad Foods
- Alcohol Trends**  
James Kindred, Co-Founder & Chief Brand Officer, Big Drop
- Brand DNA**  
Lauren Haslewood, Marketing Director, Creams Cafes

### Afternoon Chair's Opening Remarks

**14:00 – 14.10 (BST)**

**Maru – Bonus Session**

**14:10 – 14:25 (BST)**

**Harnessing Sustainability in CPG - New research on the optimum ways CPG can make meaningful connections with consumers on the topical issue of sustainability**

For many consumers sustainability does not play a large, conscious role in their day to day practical behaviour, despite stated concern, as they find it difficult to take practical steps in their busy lives. Our research reveals a pathway of how to connect on the issues of sustainability as part of your overall marketing mix.

**Melanie Lewis, Solutions Architecture Director, Maru Group**

**Steve Brockway, Chief Research Officer, Maru Group**

**Coronavirus Lessons Learned**

**14:25 – 14:45 (BST)**

**Thriving In The Face Of Adversity With An Optimistic Outlook For 2021/2022 & Beyond**

- Stockpile tips and tricks to navigate supply chain restrictions and renew customer confidence in uncertain times
- Critical insights into where executives see the market and consumer behaviours taking shape in the months ahead for innovative, market-leading NPD that will drive commercial success
- Contingency planning in tough economic climates – adapt, react and future-proof operations and supply chains for long-lasting business continuity and healthy cash flow
- Trend forecasting post-pandemic! Which rapidly changing consumer behaviours are here to stay, and how can brands monetise these to remain competitive?

**Howard Chamberlain, Head of Category Development - Grocery, Premier Foods**

**Marketing & Comms Success**

**14:45 - 15:05 (BST)**

**Beyond Product Design To Shopper Baskets: Fulfil Product Success With Engaging, Exciting Marketing Campaigns Which Captivate Consumers**

- You know why this product should be successful based on consumer insight, but what is the magic marketing formula to communicate that effectively to consumers and sell the product?
- Content, content, content: from green talk to health lingo ensure you are using the right words to remain relevant, engaging and to click with your audience
- The channels are changing! From in-store placement to social media buzz, how can you develop your optimum strategy to reach consumers and ensure success?

**Gareth Turner, Head Of Brand, Weetabix**

**Selecting Effective Product Claims**

**15:05 – 15:25 (BST)**

**In this session we will learn:**

## The Virtual Food & Drink Trends & NPD Conference, 21<sup>st</sup> September 2021

- Types of claims
- How to test claims
- Customers' willingness to pay for more advanced features or sourcing
- How consumers will react to new benefits
- How different methods can answer various claims questions

**Nicole Teh, Director Of Strategic Partnerships, Conjoint.ly**

### **Afternoon Break With Informal Networking**

**15:25 - 15:55 (BST)**

### **Centric Software**

**15:55 - 16:10 (BST)**

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### **Packaging Innovations**

**16:10 -16:30 (BST)**

#### **More Than Plastics: Navigate The Packaging Debate With More Critical USPs for NOW**

- Harness customer insight, respond to consumer concerns and alleviate fear with eco-friendly solutions to packaging which promise greener alternatives
- Maximalism vs. minimalism... what packaging designs are driving sales for top of the range products that appeal to a variety of customers today?
- Boost consumer interactivity and retention with plastic-free alternatives and transparent clean-labelling
- Combat current food waste and environmental issues with the latest developments in packaging technology

**Rob Thompson, Packaging Technologist, The Co-op**

### **Must-Have Ingredients & Flavours**

**16:30 – 16:50 (BST)**

#### **Showcase Your Products & Stand-Out Amongst Competition With The Latest Exciting Health & Wellness Ingredients**

- As consumers continue to seek more nutritional options, how do you cater to demands for innovative “low” and “no” products while continuing to maintain great taste?
- As well as innovating to take sugar, fat and calories out, what opportunities are there for adding in ingredients that boost a product’s health benefits?
- Don’t forget texture! Alongside great taste and health benefits, consumers want a good sensory experience – be it creamy sauces, crunchy biscuits or chewy cereal bars that are still “better for you”
- Get ideas around creative portfolio pivots to capture the attention of consumers who are more conscious not only of health and wellness but also of sustainability
- Tap into ingredients that are relevant across the globe to help brands taking stands to promote health and wellbeing without sacrificing indulgence

## The Virtual Food & Drink Trends & NPD Conference, 21<sup>st</sup> September 2021

David Begg, Founder, REAL Kombucha

**Afternoon Co-Chairs' Closing Remarks & Official Close Of Conference**

16:50 – 17:00 (BST)