

Registration, Informal Networking & GIC Welcome

08:30 – 09:00

Morning Chair's Opening Remarks

09:00 – 09:15

Daniela Busseni, Category Development Director, Vibrant Foods

Retailer & Chef Insights – Panel Discussion

09:15 – 09:45

Retailer & Chef Insights From The Front Line: Respond To The Latest Consumer Trends & Shopper Habits To Ensure Commercial Success

- How are the macro trends evolving in shopping, dining and cooking within retail, hospitality and foodservice?
- Which trends do retailers and chefs perceive will have longevity in this ever-changing market and how can we tap into them for profitable products and ranges?
- Horizon scanning! What are the new and emerging flavours, ingredients, texture, and NPD trends we expect to translate from plate to shelf?

Richard Dennett, Category Manager - Bakery, The Co-op

Chantelle Nicholson, Quorn Ambassador, Quorn Foods

Lizzie Conlon, Partner & Innovations Manager, Waitrose & Partners

Sustainability Is Here To Stay – What's Next For Food & Drink?

09:45 – 10:00

Sustainability Is Here To Stay – What's Next For Food & Drink?

- Stay ahead of the curve by deep diving into online food and drink conversations to understand how Sustainability is being talked about by consumers now, and what they are looking for next
- Identify the priority conversation drivers and trends which are scientifically predicted to grow in relevance and should be part of your future planning to ensure value through innovation
- See the trend prediction platform and metrics in action, that are trusted by companies like PepsiCo, P&G and Kraft Heinz to fuel success in their new product innovation programmes

Gianna Tomassi, Associate Director of Insights, Black Swan Data

Marketing Success & Communicating Brand Values – Double Perspective

10:00 – 10:40

Develop Marketing & Brand Strategies Which Respond To Dynamic Markets, Inspire Consumers & Boost Profit & Sales

- Create successful and exciting digital marketing campaigns that respond to the growth in online content consumption by consumers
- From environment to social causes, how can businesses build credibility and trust with consumers by cementing authenticity as a core brand value and communicate these values effectively?
- Seize opportunities for increasing consumer reach by utilising third party or cross-sector partnerships to drive interest and guarantee a wide reach
- What are the most hard-hitting marketing and brand strategies according to the varying experiences of big and small businesses?

10:00 Perspective 1

Liz Forte, Marketing Director, Compass Group UK&I

10:20 Perspective 2

Anna Fenten, Marketing Director, Searcys

How The Vegan Society Grew Trademark Registrations By 9,000

10:40 – 10:55

Elliot Barnard, Customer Research Principal, Attest

Gabriela Chalkia, Global Key Account Manager, The Vegan Trademark

Morning Break With Informal Networking

10:55 – 11:25

Sustainability Trends – Panel Discussion

11:25 – 11:55

From Trend To Reality: Translate Green & Sustainable Goals Into Product & Business Strategies Which Deliver Tangible Results In A Post-COP-26 World?

- Untangle the web of sustainability to understand the butterfly effect of every decision in the end-to-end product lifecycle and assess where you can truly make the biggest impact to green targets

- Food and drink production focus: how can we create sustainable improvements to eliminate waste and increase efficiency through every stage of the manufacturing process?
- How does a product being labelled as 'sustainable' influence consumer purchasing decisions and how is this balanced against increased price points, quality and authenticity?
- Dispelling myths about sustainability and greenwashing: what is the reality of claims of being environmentally friendly? How can businesses establish authenticity around action taken to promote sustainability?

Claire Hughes, Director of Product & Innovation, Sainsbury's

Annelie Selander, Group Sustainability Director, Nomad Foods

Tom Barton, Co-founder - Director of Food, Quality and Sustainability, Honest Burgers

Stu Macdonald, Founder, ManiLife

A Recipe for Food Sustainability: Insight Into Consumer Expectations & Brand Actions

11:55 – 12:10

Three-quarters of consumers expect brands to do more about sustainability. Join insights expert Carl West as he presents key findings from quantilope's 2022 Consumer Trends in Sustainability study, conducted in partnership with Kraft Heinz. Find out:

- Attitudes towards food sustainability in 2022
- How sustainability impacts consumers' choices
- The aspects of sustainability considered to be most important
- The three types of sustainability consumer

Carl West, Client Development Director, quantilope

The Health-Conscious Consumer

12:10 – 12:30

Eat Well, Feel Well? Capitalise On Evolving Health & Wellness Trends To Satisfy The Health-Conscious Consumer & Boost Sales

- Just what does healthy mean today? What are the most common consumer perceptions of health and how can we translate these successfully into product success and growth?
- Tap into the latest consumer insights around the rise in demand for natural, organic, and local provenance in relation to health and wellbeing
- Food beyond fuel: explore the impact of wellbeing and increasingly holistic approaches to health to design products that fulfil both physical and mental health

Stephanie Robertson, Head of Customer Engagement, Restaurant Associates UK

Uncertain Times, Indispensable Foresight Description

12:30 – 12:45

Successful brands apply scenario planning and portfolio strategies development to get ready in case of Black Swan events. The challenges are on data quality, speed and readiness. Nextatlas and Mondelēz developed capabilities to apply Artificial Intelligence, to analyse Big Data from social media, and generate insights and real-time live reporting to:

- Understand how business benefit from data can drive foresight
- What are the key metrics essential to make predictions?
- Understand how Nextatlas data and approach can be integrated in the business context

Mario Coletti, Managing Director UK, Nextatlas

Serhiy Kalinovsky, Strategic Foresight Lead, Mondelēz International

Lunch Break & Informal Networking

12:45 – 13:45

Breakout Discussions – Informal Peer-To-Peer Discussions

13:15 – 13:35

- A. Brexit
- B. Supply Chain
- C. Impact Of COVID
- D. Rapid-Response Retail & Convenience

Afternoon Chair's Opening Remarks

13:45- 13:55

Simon Wallwork Head of Strategy, Brand & Proposition, Whitbread Restaurants

Global Innovation Success

13:55 – 14:15

Generate NPD Success By Developing Strategies Focusing On Global Innovation In Beverages

- A strategic approach to drive growth and create sustainable value
- How can business models enable global innovation at scale?

- What are Britvic's R&D approaches for consumer-focused innovation?

Shameem Kazmi, Director of Research & Development and Innovation, BRITVIC PLC

Understanding Sustainability In The Real World

14:15 – 14:30

Richard Heath, Managing Director, Blue Yonder

Afternoon Break With Informal Networking

14:30 – 15:00

Sustainable Packaging Systems

15:00 – 15:20

Dispel Packaging Myths: Build Strategies Around Evidence-Based Data & Information To Develop Packaging Which Genuinely Has The Least Environmental Impact

- Sort the fact from the fiction: industry insights and feedback around viable recyclable and sustainable packaging materials to ensure a commitment to sustainability and environmental issues
- From biopolymers to alternative materials, search for alternatives to single-use plastics which feed into a circular economy
- Effectively contribute to a sustainable future through active steps to achieve the balance between cost-effective, innovative and environmentally friendly
- Own the narrative: from using plastics to minimise food waste or that paper isn't all that it seems, how can you communicate the complexity of packaging to consumers?

Sam Jones, Head of Climate & Sustainability, Coca-Cola Europacific Partners

Plant Powered Trends & NPD – Panel Discussion

15:20 – 15:50

As Plant-Based Trends Continue To Evolve, Identify The Leading Consumer Drivers To Stimulate Innovation, Interest & Market Success

- Meat reduction, vegan, health, environment, cruelty... uncover the prevailing consumer incentives and drivers towards plant-based lifestyles and assess their longevity in the market to develop NPD and narratives that resonate
- Seize the opportunities in new plant-based meat and dairy alternatives and capitalise on these innovations
- Unpack the 'truths' around the sustainability of plant-based lifestyles, how environmentally friendly are they really?

- As the flexitarian consumer becomes increasingly dominant, how can this trend be harnessed to ensure animal products are replicated with high-quality yet cost-effective alternatives that meet mass consumer expectations
- Keep up to date on the latest innovations in plant-based proteins and the associated challenges of texture, flavours and costs

Julianne Ponan, Founder, Creative Nature

Gaz Booth, Co-Founder, Holy Moly Dips

Amber Fraser, Co-Founder, BRAVE

Simon Day, Formerly Head of Marketing, The Compleat Food Group

Latest Trends In Daily Treats & Snacking

15:50 – 16:05

Latest Trends In Daily Treats & Snacking. How Healthy Plant-Based Food Is?

- Plant based food – how quickly is it really growing? Consumer's expectations moving forwards. What products do vegans dream about the most?
- New products and flavours expected to cause the most traction in 2022

Magdalena Jablkowska-Citko, Research Director, Harris Interactive at Toluna Corporate

Jonny Bingham, Co-founder, Bingham & Jones

Future Trends & Innovations – Panel Discussion

16:05 – 16:35

Anticipate Emerging Trends & Innovations To Create Opportunities For Profitable Product Innovation & Capitalise On Changing Consumer Trends

- What global trends are taking place and how are they influencing consumer purchasing? How can these be applied to create profitable products and innovative marketing that have longevity?
- How is the hospitality industry reviving and transforming itself post-COVID to ensure a stable, secure and successful future with dynamic strategies?
- The rise of consumer convenience: what is the future of restaurant delivery?
- Discover more about the increasing presence of technology within food and drink production and learn how to capitalise on these exciting innovations
- In a post-COVID era, how can the trends of nostalgia, indulgence and comfort food be harnessed to respond to evolving consumer demands and drive profit?

Emma Goff, Global Agile Innovation Insights Manager, Human Intelligence, Mars Wrigley



The Food & Drink Trends & Innovations Conference, 18th May 2022
One America Square, London



Bizhan Pourkomialian, Global Restaurant and Distribution Food Safety Director, McDonald's

Nicci Clark, CEO & Founder, RE: NOURISH

Simon Farrow, Head of Category, Tao Group

Kushal Chavda, Senior Product Designer, Waitrose & Partners

Afternoon Chair's Closing Remarks & Official Close Of Conference

16:35 – 16:45

Simon Wallwork Head of Strategy, Brand & Proposition, Whitbread Restaurants