

The Food & Drink Trends & Innovations Conference

7<sup>th</sup> June 2023

1 Wimpole Street, Westminster, London, W1G 0AE



[www.foodanddrinkconference.com](http://www.foodanddrinkconference.com)

# Welcome To The Food & Drink Trends & Innovations Conference

## Official Event Programme

Please note that the following timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

Organised By:



[www.foodanddrinkconference.com](http://www.foodanddrinkconference.com)

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### **Registration & Informal Networking**

08.30 – 09.10

### **GIC Welcome**

09.10 – 09.20

### **Morning Chair's Opening Remarks**

09.20 – 09.30

Stefanie Sahmel, Head of Sustainability, Abel & Cole

### **Monetise The Latest Trends & Mitigate Inflation – *Panel Discussion***

09.30 – 10.00 **Combat The Pressure To Reduce Prices With A Focus On Quality & Value-For-Money Strategies That Meet Changing Trends & Consumer Values For Trailblazing Innovations That Consumers Crave**

- How are existing trends evolving with the backdrop of the recession and cost-of-living crisis? As your consumers will be looking to spend less money, what products will they be prioritising?
- Stay ahead of the curve and translate consumerism, premiumisation, moderation and global trends into scalable business models to create long-lasting, profitable opportunities
- Brexit, Covid-19 and now a recession... how is the hospitality industry and out-of-home eating sectors preparing for the challenging months ahead and proactively working towards a more stable and secure future?

Jamie Ball, Director – Customer Development, McCain Foods

Mark Donovan, Botanicals, Flavours & Innovation Director, Tata Consumer

Zoe Simons, Partner & Senior Brand and Innovation Development Chef, Waitrose & Partners

Outi Somervuori, Head of Research & Co-founder, Cambri

## **Sustainability: Next Steps!**

### **10.00 – 10.25 On Course For 2030: Discover The Next Pioneering Steps Towards Circularity & Net Zero Where The Whole Industry Can Work Together To Meet Consumer Demands For A Truly Sustainable Future**

- Can the cost-of-living crisis be an enabler for more sustainable consumption? Use your brand image to showcase how to maximise leftovers, minimise waste, and utilise seasonal and local ingredients to drive cost-effective sustainability
- Critical consumer insights uncovered! Where does sustainability stand in consumer priorities today? How does a product labelled as 'sustainable' influence consumer purchasing decisions cross-category?
- Plastic reduction, tick – so what's next? Champion sustainability throughout the entire supply chain by rethinking business models and examining production at each stage of development

Matt Bowler, Sales Director, Finlays

## **Winning NPD**

### **10.25 – 10.45 The Secret Sauce: Excite & Delight Consumers With Brand New Innovations & NPD Which Focuses On Affordability, Quality & Joy To Stay Competitive & Drive ROI**

- Uncover game-changing end-to-end strategies which maximise efficiencies and reduce costs long-term with the latest technologies, alternative ingredients, and agile production
- How can you create and maintain a USP in a crowded market? Explore innovative ways of improving the consumer experience, without changing your product, through packaging, branding, offers, collaborations and more
- There are still new opportunities to innovate! Bring the out-of-home dining experience home with restaurant-quality innovations for profit-boosting results

Bethany Ellam, Red Meat Buying Manager, Asda

## **Bonus Session; Reserved For TraceGains**

### **10.45 – 11.00 Companies are taking back control of their supply chain and doing it together through a business ecosystem community.**

- Highlights from the TraceGains 2023 Food & Beverage Industry report and what's on the radar for brands over the next 12-24 months.
- The reign of highly specialised, monolithic, custom configured, legacy enterprise solutions is over.
- Brands are embracing the power of a network to supercharge supply chain agility, innovation and product development.

Dan McGlynn, Senior Account Executive, TraceGains

### Morning Refreshment Break With Informal Networking

11.00 – 11.30

### Health & Wellbeing – *Panel Discussion*

**11.30 – 12.00 Wellness, Moderation, Gut Health, Immunity & Anti-Diet Culture: Refresh & Renew Your Product Strategies By Capitalising On The Latest Health Trends Which Captivate Consumers & Skyrocket Sales**

- Analyse the evolving perceptions of health and wellness and what claims are resonating with consumers for targeted, on-trend strategies
- Get ahead of the curve with innovative ingredients which reduce fat and sugar content in line with HFSS regulations, without sacrificing on cost, quality, and taste
- Leverage your products with added indulgence, economic and environmental benefits for improved traction and profitability

Sarah Bull, Head of Development, Bakkavor Ltd

Vineeta Anuj, Head of Customer, Mindful Chef

### Ingredients, Taste & Texture

**12.00 – 12.20 Stand Out On Shelves & Appeal To The Sensory Seekers With The Latest Flavours & Ingredients That Are Tasty, Functional, Affordable & Of High Quality**

- Which food and drink flavours and ingredients that are tickling tastebuds around the globe in 2023? How can they be implemented into your strategies?
- Sourcing difficulties! Despite a challenging global environment amplified by the cost-of-living crisis, unlock practical and innovative solutions to supply chain issues and find alternative sources to survive and thrive in this turbulent economy
- Explore the hottest ingredients you should be innovating with today to meet consumer demands for functional plant-based products and health-focused foods with added nutrients and premium yet delicious flavours

Julie Stevens, Head of Marketing UK & Ireland, Mission Foods UK Ltd.

### **Marketing Success**

#### **12.20 – 12.40 Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

*We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!*

### **Lunch For Delegates, Speakers & Partners**

12.40 – 13.40

### **Informal Breakout Discussions**

#### **13.10 – 13.30 You Are Invited To Join One Of The Following Informal Peer-To-Peer Discussions Which Will Take Place During The Lunch Break**

- A) Channel Delivery
- B) Low & No
- C) Global Insights

### **Afternoon Chair's Opening Remarks**

13.40 – 13.50

Johan Sanders, Chief Product Officer, Dawn Foods

## **Plant-Based Innovations – Panel Discussion**

### **13.50 – 14.25 Less ‘Fake’, Functional & Full Of Flavour... Chef’s Kiss! Discover Game-Changing Technologies & Ingredients Which Are Transforming Plant-Based Trends With Mass Appeal**

- Critical questions answered: what are the key drivers behind the plant-based market now? Will the bubble burst? Where is this trend going next?
- Explore the new technologies and research helping to uncover new insights around fortification, functionality, plant-based proteins, and raw materials to boost excitement in the category
- Optimise sales and reach the mass market with links to health trends, the demand for sustainability and value for money in your production and marketing

Mark Haynes, Co-Founder, Soak’d Oats

Paul Brown, Founder, Bol

Siddhi Mehta, Founder, Rhythm 108

Rob Reames, Commercial VP, Planted

Louise Pilkington, Director of Innovation, Domino’s Pizza Group

Steve Swindon, Managing Director, Loveseitan Ltd

## **Ingredients, Taste & Texture**

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Catherine Hinchcliff, Head of Corporate Marketing, Marketing & Insights, Bidfood UK

### **Retailer Insights & Shopper Behaviours – *Delegate Discussion***

#### **14.45 – 15.15 Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

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

15.15 – 15.50

### **Marketing Success**

#### **15.50 – 16.10 Outshine Competition, Connect With The Consumer, Create A Positive Impact & Thrive In The Face Of Adversity With Business-Critical Insights & Creative Marketing Campaigns**

- Tap into consumer emotions with brand new opportunities in eating and drinking moments on the most effective platforms to drive loyalty and maximise customer retention
- When budgets are tight, how can you be more efficient and effective with the resources you have?
- Learn from the past! How can you maximise previous times of economic uncertainty to analyse shopper behaviours and navigate through challenging economic times?

Natalie van Bergen, Head of Beer, RTD & Rum Innovation – Europe, Diageo

### **Chef Insights**

#### **16.10 – 16.30 Case Study**

Gemma Benford, Head of Customer & Channel Marketing, Bidfood UK

### **Afternoon Chair's Closing Remarks**

16.30 – 16.40

Johan Sanders, Chief Product Officer, Dawn Food

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**Official Close Of Conference**

16.40

***Many Thanks For Joining Us!***