

The Food & Drink Trends & Innovations Conference – 23rd May 2024
22 Duchess Mews, London W1G 9DT



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:



08.30 Registration & Informal Networking

09.00 GIC Opening Remarks & Morning Chair's Opening Remarks

Sarah Bull, Head of Development, **Bakkavor**



BAKKAVOR

Trend Spotting Food & Drink – Panel Discussion

09.10 Capitalise On Emerging Food & Drink Trends Disrupting The Market For 2025 For Trailblazing, Profitable & Industry Leading NPD & Campaign Success

- High protein, low alcohol and more food-to-go... cherry-pick the hottest food and drink trends across the market and in your category for profitable, enduring product success and campaigns with lasting impact
- Changing consumer priorities, changing shopping habits: the impact of cost-of-living, Net-Zero ambitions and the influence of social media
- Adaptable and ready for anything? Make swift decisions in the face of rapidly-evolving trends to identify what will be popular and profitable in the current market
- Trend forecasting for 2025 and beyond! Anticipate shifting market trends to cultivate collections that cater to the preferences of both consumers and retailers

Anna Fenten, Marketing Director, **Searcys**



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SEARCYS
LONDON

Nicci Clark, CEO & Founder, **RE:NOURISH**



RE:NOURISHTM

Jennifer Earle, Director Tours (& Editor & Host at 'The Next Delicious Thing'), **Chocolate Ecstasy Tours**



*Chocolate
Ecstasy Tours.*

Julianne Ponan, Founder, CEO, **Creative Nature**



**Creative
Nature**[®]

Jo Taylor, Marketing Director, **BOL Foods**



BOL

Sustainable Production & Practices

09.40 A Sustainable Future: Create Affordable Products Which Demonstrate A Tangible Commitment To Sustainability, Fulfil Eco-Initiatives & Respond To Increasing Consumer Expectations

- Attain equilibrium among value, quality, and sustainability to offer innovative, on-brand products that remain affordable for your customers
- From sell-by-dates to plastic shrink wrap to overproduction... how can manufacturers tackle the food waste hierarchy to get to the root cause, minimise waste and even create a secondary income source?
- Regenerative agriculture, circular economy models, permaculture...explore groundbreaking initiatives aimed at minimising the environmental impact of the food and beverage industry
- Unlocking insight into sustainability and greenwashing: top-notch solutions to reduce misleading green claims and demonstrate authentic commitment to sustainability through action

Hannah Carter, CEO & Founder, **OGGS**



Appealing To The Health-Conscious Consumer

10.00 Eat Well, Live Well! Refresh & Revitalise Your Product Offerings For 2024 & Beyond By Capitalising On The Latest Health & Wellbeing Trends That Capture Attention & Excite Consumers

- The critical balancing act! Explore methods to provide healthy and nourishing product selections that are appealing, accessible, distinctive, and responsibly sourced
- Gut health, low sugar, and protein-rich diets... examine the changing health and wellness trends that are resonating with consumers' claims for tailored and on-trend strategies
- Delve into the influence of overall well-being and holistic health perspectives to craft products that target both physical and mental health categories

10.00 Perspective 1

David Begg, Founder, **The Real Drinks Co**



10.20 Perspective 2

Louise Pilkington, Head of Innovation, **Domino's**



The Future Is In The Details

10.40 The Future Is In The Details: Accelerating New Product Development In An Increasingly Complex World

Whether discussing carbon footprint, global sustainability, better health or fickle consumer tastes, R&D teams are facing pressures to innovate (or just reformulate) faster than ever before. At the same time, the need for accuracy and consistency has never been greater, as both supply networks and manufacturing value chains become increasingly complex. Explore how digitisation is helping research teams and food scientists combine speed and accuracy to achieve faster time to market while avoiding some of the traditional headaches of new product development.

Paul Bradley, Senior Product Marketing Director, **TraceGains**



10.55 Morning Refreshment Break With Informal Networking

Online Sensory Landscapes

11.25 Online Sensory Landscapes: How AI Can Help Us Unpack The Evocative Metaphors Consumers Use To Talk About Food & Drinks Online?

Discover.ai will present their innovative application of AI in analysing online discussions about food and beverages.

- Our presentation will explore the ways consumers use language and imagery, including onomatopoeic words, puns, neologisms and metaphors, to talk about their food-related sensory experiences online
- From mukbang to ASMR videos, and from memes to parodies and viral recipes – we will explore new ways to convey effective messages around the irresistibility of food and drink products
- While AI is great at capturing and summarising online discourse we will showcase how our approach combines human intelligence with machine learning in order to better capture the nuances and subtleties of consumer language that reflect their preferences, aversions, and attractions toward certain flavours and food options
- We will help unpack the means to create engaging story-telling using sensorial information – and to understand the human truths and cultural trends around the different organoleptic qualities

Foivos Dousos, Cultural Insight Director, **discover.ai**



discover.ai

Plant-Powered Food & Drink – Panel Discussion

11.40 Power In The Plant! Leverage Data & Consumer Insights To Create Innovative, Clean & On-Trend Plant Products Certain To Boost Brand Loyalty & Blow Away The Competition

- Utilise critical data and insights to comprehend the driving forces behind plant-based purchases for informed, innovative, and profitable new product development
- What are the goals of the plant-based purchaser? From ethics to sustainability to cost to health, how does our product and campaign strategy need to adapt to balance such varying purposes?
- How are consumer attitudes evolving towards animal product alternatives? Weighing up the scientific beauty of highly engineered meat alternatives against other plant-based cuisines
- As plant-based lifestyles and flexitarian diets gain growing traction, what steps can be taken to guarantee cutting-edge NPD, marketing, and unbreakable brand loyalty?
- Stay ahead of the curve with recent advancements in plant-based proteins encompassing texture, flavours, and cost-related challenges

Lee Boakes, NPD Director, **Huel**



Stu Macdonald, Founder, **ManiLife**



Andy Shovel, Co-Founder, **THIS™**



Ingredients, Taste & Texture

12.10 Stand Out In 2024 & Beyond! Capitalise On The Freshest Taste, Texture & Ingredient Trends Set To Meet Consumer Needs & Drive Product Engagement

- Generate innovative ingredient, taste and texture portfolio shifts that appeal to the health-conscious consumer and sustainability-minded customer
- Tangy delights, nutty pallet profiles and nostalgic flavours... what global food and drink flavours and ingredients are tantalising taste buds in 2024? How can they integrate into your portfolio strategies?
- Despite sourcing challenges amid a global cost-of-living crisis, discover inventive solutions for procurement and formulation, exploring alternative ingredients for resilience in today's turbulent landscape

Mike Woods, Chief Executive, **Just Love**



Creating Edges With Insight

12.30 Creating Edges With Insight: Using In The Moment Tech To Get Ahead In Hyper Optimised FMCG

- FMCG is hyper optimised. To stay ahead we need insights faster and closer to the moment of truth – consumption
- New agile methods can dramatically reduce innovation pipeline times.
- In the moment tech can tell us what people are really doing and feeling when it comes to food and drink
- Sustainability has dropped down people’s mental agendas. But moments where Sustainability meets low cost can still create wins. traditional headaches of new product development

Richard Heath, Managing Director, **Blue Yonder Research**



12.45 Lunch & Informal Networking For Speakers, Delegates & Partners

13.30 Peer-to-Peer Discussions

- a) Gut Health
- b) Protein
- c) Low/No Alcohol
- d) Free From

13.45 Afternoon Co-Chairs' Opening Remarks

Julian Hunt, Vice President, Public Affairs, Communications & Sustainability, GB & Northern Europe, **Coca-Cola Europacific Partners**



Jennifer Earle, Director Tours (& Editor & Host at 'The Next Delicious Thing'), **Chocolate Ecstasy Tours**



Packaging: Delivering The Right Sustainable Solution

13.55 Translate Consumers' Green Priorities Into Packaging Innovations That Drive Sales & Meet Sustainable Goals

- The proof is in the pudding! Explore critical innovations in sustainable and intelligent packaging to create products that reflect customer priorities today
- Putting yourself in the consumers shoes... what's the current consumer stance on sustainability and how does a 'sustainable' label impact purchase behaviours?
- What is fact and what is fiction? Industry insights on feasible recyclable and sustainable packaging materials for genuine commitment to environmental initiatives

Hugo Lynch, Sustainability Lead, **Abel & Cole**



Chef Insights: Hot Takes From The Kitchen – Panel Discussion

14.15 Freshest Chef Insights: Translating Cutting-Edge Ingredients, Enticing Flavours, & Innovative Texture & AI Trends Into Stand-Out NPD & Maximised Produce Appeal

- Keep pace with the latest, eye-catching, and innovative flavour trends and texture profiles guaranteed to excite consumers and maximise menu engagement
- The growth of the ‘mindful eating’ approach! Deep dive into changing consumer behaviour and its pivotal influence on menu and ingredient selection
- AI-assisted recipe development, smart kitchen appliances and personalised meal plans... explore the intersection of technology and the culinary arts to create consumer-driven, profitable products and ranges
- What is on the horizon for 2025 and beyond? Which new flavours, ingredients, textures, and NPD trends will transition from plate to store?

Omkar Mestry, Head Chef, **Novotel**



Will Dean, Head Chef The Ox, **Hyde & Co Group**



Terry McDowell, Group Exec Chef, **Away Resorts Ltd**



Donal Lock, RDA Executive Chef, **Kerry**



Zoe Simons, Senior Brand & Innovation Development Chef, **Waitrose & Partners**



Marketing & Brand Success

14.50 Blow Away The Competition, Amplify Brand Value & Maximise Customer Loyalty & Retention With Impactful, Innovative & Creative Digital Marketing Campaigns

- Cream of the crop! Advanced marketing tactics guaranteed to stand out from the crowd, grow brand value and increase average spend and customer loyalty
- With budgets as tight as ever... how can brands create compelling, exciting, and insight-led digital marketing campaigns with restricted funds and resources?
- With the shift in marketing channels a constant battle, how can you craft an ideal strategy for consumer outreach and success?

Andy Shovel, Co-Founder, **THIS™**



15.10 Afternoon Refreshment Break With Informal Networking

15.30 Exclusive Case Study With Whitworths

Phil Gowland, Commercial Director, **Whitworths**



Retailer Insights & Shopper Behaviours – Panel Discussion

15.50 Integrate Retailer Visions & Business-Critical Customer Insights & Shopper Behaviours Into Each Stage Of Delivery To Guarantee Product Engagement & Overarching Commercial Success

- What macro-trends do retailers think will endure in this constantly evolving market, and how can we leverage them to create lucrative products?
- Regulation, regulation, regulation... what challenges do retailers face when launching products within the ever-changing regulatory landscape?
- Omni-shopping, subscription models and cost consciousness... leverage the latest shopping behaviour data to decode present purchase decision-making and inform future strategies that drive positive shopper experiences
- The retailer “must-haves”: what flavours, ingredients and textures will continue to captivate?

James Waterworth, Head of Trade Marketing, **Anheuser-Busch InBev**



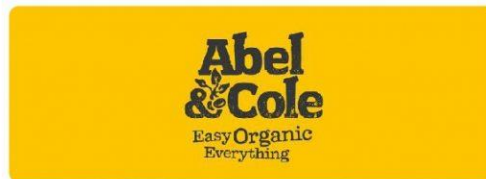
Claire Martino, Head of Marketing, **Bakkavor**



Mike Woods, Chief Executive, **Just Love**



Ed Ayton, Sustainability & Ethics Advisor, **Abel & Cole**



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

Julian Hunt, Vice President, Public Affairs, Communications & Sustainability, GB & Northern Europe, **Coca-Cola Europacific Partners**



Jennifer Earle, Director Tours (& Editor & Host at 'The Next Delicious Thing'), **Chocolate Ecstasy Tours**

