

The Food & Drink Trends & Innovations Conference, 12<sup>th</sup> May 2026  
Cavendish Conference Centre, London



12/05/2026 | [www.foodanddrinkconference.com](http://www.foodanddrinkconference.com)

# Welcome To The Food & Drink Trends & Innovations Conference London

## Official Event Programme

Please note that these 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:



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## 08.15 Registration & Informal Networking

## 09.10 GIC Welcome & Morning Chair's Opening Remarks

Konrad Treter, Global Senior Programme Manager – Food & Product Safety, **Just Eat Takeaway**



## Decode Changing Consumer & Shopper Insights – Panel & Q&A

### 09.20 Decode The New Consumer Mindset Through Value, Generational Shifts & The Experience Economy

- Unpick how the definition of value is evolving from pricing sensitivity to health, quality, and emotional satisfaction and uncover what's driving purchasing decisions in 2026
- Understand how Gen Z and Gen Alpha are shaping the next wave of food and drink consumption, from alcohol-free lifestyles to experience-led dining and brand engagement
- Explore how retailers and brands can tap into “affordable luxury” and “treat at home” behaviours to sustain growth amid continued cost-of-living pressures
- Identify how food and drink companies can stay relevant to changing consumer priorities – balancing innovation, accessibility, and premiumisation to drive both loyalty and spend

Lauren Pizey, Head Of Brand, **Pilgrim's Europe**



Amanda Mason, Marketing Director – One Retail, **Compass Group UK&I**



Laura Willoughby MBE, Co-Founder, **Club Soda**



### Global Food Futures: Local Roots, Global Reach

#### 10.00 Global Influence With Local Identity To Build Sustainable, Authentic & Future-Ready Food Strategies

- Examine how shifting geopolitical, environmental, and supply chain pressures are reshaping global trade, and identify opportunities to strengthen local sourcing and UK-based production while maintaining affordability and quality
- Uncover how regional and hyper-local cuisines are redefining “global food” – from the rise of micro-regional specialities to the celebration of provenance and authenticity in consumer choice
- Future-proof your innovation pipeline by spotting and scaling emerging international trends before they hit saturation to secure competitive advantage and supply resilience
- Bridge the gap between global inspiration and local execution, ensuring that global flavour exploration, sourcing, and partnerships align with sustainable practices and resonate with evolving consumer values

Eleanor Mansell, Head Of Sourcing, **SPAR UK**



## The GLP-1 Consumer Shift

### 10.25 Welcome The GLP-1 Revolution With Open Arms & Understand Its Long-Term Impact On Eating Habits, Product Demand & Brand Strategy

- Translate the rise of GLP-1 into actionable market insights to forecast how changing appetite and consumption habits will affect category growth, meal occasions, and portion strategies
- Identify how shifting consumer priorities around protein, fibre, and nutrient density can inspire reformulation and guide the development of new health-focused products that meet evolving needs
- Redefine premiumisation and value by understanding how consumers who eat less are seeking higher-quality, functional products and tailor pricing, marketing, and innovation pipelines accordingly
- Equip your business to navigate the reputational and ethical considerations of the GLP-1 trend by developing inclusive messaging, responsible positioning, and future-fit brand strategies

Helen Bass, Head Of Global Marketing & Insights, **Tate & Lyle**



## Winning In Market

### 10.50 Winning In Market: Defining Product Quality Through Real-World Consumer Experience

pladis and FlavorWiki demonstrate how real-world competitive benchmarking, powered by mobile-first, in-market consumer testing, and patented methodologies, enables brands to close the gap to category leaders and define gold standard product experiences. This session reveals how real-world competitive benchmarking exposes the gap between lab-based assumptions and actual consumer experience, and how leading brands are closing it to win in today's value-driven, experience-led market.

Daniel Protz Founder & CEO **FlavorWiki GPI**



Halak Parikh Director of Product Design, Taste & Consumer Science **pladis Global**



## 11.10 Morning Break With Speed Networking

### Monetising Emerging Trends – Panel Q&A

#### 11.40 Transform Buzz Into Business By Identifying, Prioritising & Capitalising On The Food & Drink Trends That Drive Real Commercial Growth

- Translate fast-moving consumer trends – from functional foods to sustainable indulgence – into viable, scalable business models that deliver measurable ROI
- Learn how to evaluate which innovations are worth investing in and which are short-term fads, ensuring marketing and NPD spend delivers long-term value
- Deep dive into how brands are partnering with retailers, influencers, and data platforms to commercialise new concepts and reach target audiences faster and more effectively
- Understand how price, positioning, and promoting on-trend products to maximise shelf standout can drive premiumisation and boost profitability across diverse categories

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Ning Ma, CEO – Founder, **TeaJoy**



Aoife Mc Donald, Strategic Marketing Director – Europe, **Kerry**



Zoë Simons, Executive Development Chef, **Pret A Manger**



Ben Parker, VP Sales – Off Trade, **Carlsberg Britvic**



## Protein & Fibre Spotlight Panel Q&A

### 12.20 Redefine Protein, Fibre & Sustainable Nutrition For The Next Generation Of Consumers

- Assess how shifting protein demand, rising meat costs, and changing consumer attitudes are reshaping sourcing, production, and innovation strategies across categories
- Unpack the growing role of fibre as the new “functional frontier” – discover how brands are reframing fibre-rich products for mainstream appeal and measurable health impact
- Navigate the next evolution of protein: from animal welfare to alternative sources, explore which innovations and formats will secure sustainable supply and long-term growth
- Strengthen messaging and marketing strategies around nutritional benefits to meet consumer demand for clarity, authenticity, and health credibility in every product

Josephine Taylor, Head Of Marketing – Quaker Oats, **Pepsico**



Launa Humphreys, Senior Category Manager – Food, **Holland & Barrett**



RETAILER

Holland & Barrett

### 12.50 Topic Generation Submission

*We would love to hear your thoughts on potential topics or ideas for one-day brand-led conferences – please do submit any thoughts or ideas via the QR code on the screen. Many thanks in advance!*

## 12.55 Lunch & Informal Networking For Speakers, Delegates & Partners

## 13.55 Afternoon Chair's Opening Remarks

Carol Rhead, Marketing & Insight Director Business & Industry, **Compass Group UK&I**



## Shopper Behaviour & Retail Trends

### 14:05 Track The Shifts Redefining The Path To Purchase In 2026

- Analyse how changing lifestyles, digital discovery, and omnichannel shopping are transforming the way consumers browse, buy, and engage with brands in-store and online
- Discover how retailers are rethinking store formats, shelf layouts, and experiential spaces to capture attention and drive loyalty in a crowded market
- Examine how data-driven insights and predictive analytics are enabling more targeted merchandising, promotions, and product innovation that boost ROI
- The balance between convenience, experience, and value is shaping shopper expectations, understand the state of play and what it means for future category growth

Ben Parker, VP Sales – Off Trade, **Carlsberg Britvic**



**Stand-Out Marketing & Brand Success – Interactive Delegate Discussion**

**14.30 Build Standout, Shopper-First Brand Strategies That Cut Through A Crowded, Value-Driven Marketplace**

- Sharpen brand positioning by understanding the new motivations shaping consumer choice, from health cues to experiential value, so you can craft messages that resonate across generations and buying occasions
- Elevate campaign performance by pinpointing the channels, formats and creative ideas that are genuinely driving reach and conversion, helping you invest where attention and influence are highest
- Boost brand relevance at shelf and online by pairing behavioural insight with winning packaging, storytelling and activation tactics that increase visibility, trust and purchase intent
- Strengthen long-term loyalty by decoding what “value” now means to shoppers – from premium-for-less to purposeful brand values – so you can build marketing strategies that deliver emotional and commercial impact

**Selling Trust**

**14:55 The Commercial Power of Marketing Health & Functional Foods**

Polly Lamy, Director Of Innovation, **Elior UK**



Hannah Locket, Head Of Nutrition, **Elior UK**



## Affordable & Winning NPD

### 15.20 Drive Innovation That Balances Quality, Value & Creativity In A Cost-Conscious Market

- Create innovative, affordable products that meet evolving consumer needs without compromising on taste, safety, or brand integrity by embedding cost-efficiency early in the development process
- Understand the financial realities shaping shopper behaviour and use market insights to develop NPD strategies that deliver value while maintaining profitability and brand differentiation
- Streamline production and sourcing through smarter supplier partnerships, efficient design, and material innovation to offset rising costs and maintain competitive pricing
- Inspire cross-functional creativity by aligning marketing, R&D, and commercial teams around shared affordability goals that enable scalable, sustainable product innovation for today's budget-conscious consumers

Louise Pilkington, Director Of Innovation, **Domino's**



## 15.45 Afternoon Break With Speed Networking

## The Future Of Food & Drink For 2026: A Bidfood Case Study

### 16.15 Unpack the Key Consumer Trends Set to Shape the UK Out-of-Home Market in 2026

- Value is being redefined - explore how consumers are shifting from price-driven decisions to value-led choices that balance affordability, indulgence and experience
- Trending ingredients and flavours - discover the flavours and ingredients gaining momentum from chefs and consumers, alongside the established ingredients that remain firm staples
- Reframing the UPF debate with a positive lens - explore how operators can respond to the move away from ultra-processed foods by elevating wholefood ingredients across menus
- The demand for global desserts - uncover the rise of viral and global influenced desserts and understand how operators can translate these ideas into commercially viable out-of-home offerings
- Drink trends continue to diversify - from functional boosts to alcohol moderation, explore the new beverage expectations driving choice, and how to cater to Gen-Z and students
- World cuisines - examine the rising influence of Korean, Malaysian and South American cuisines, the consumer demand behind their growth, and how operators can introduce these flavours across their menu

Rhia Harry, Research & Insights Manager, **Bidfood UK**



**Just Love Food Co. Case Study**

**16.40 Exclusive Case Study With Just Love Food Co Ltd**

Mike Woods, CEO, **Just Love Food Co Ltd**



**17.05 Afternoon Chair's Closing Remarks & Official Close Of Conference**

Carol Rhead, Marketing & Insight Director Business & Industry, **Compass Group UK&I**



*Many thanks for joining us!*