

NPD Food & Drink Conference Europe – 30th June

<https://foodproductconference.com/>

PLEASE NOTE ALL TIMINGS ARE IN CEST

Log In & Explore The App - Welcome Session

08:45:00-9:15:00

Morning Chair's Welcome & Opening Remarks

09:15:00-09:25:00

Amir Ali, Culinary Innovation & Strategy Manager, Mitchells & Butlers PLC

Health Trends

09:25:00 - 09:50:00

Successfully Translate The Latest Health Trends Into Market-Leading NPD Which Pushes The Health Agenda & Guarantees Sales

- Capitalise on the right health trends for your products to drive nutritional value and satisfy consumer demand
- Are consumers all talk? Decipher the health trends that customers are actually buying into to align development and boost profits
- Is there a magic formula for healthy NPD? Ensure your products are reducing the right criteria whilst also increasing nutritional value to tick all the boxes

Claire Warner, Co-Founder, Æcorn

PLM Masterclass: Fuelling The F&B Industry With Luxury Insights

09:50:00 - 10:05:00

In our PLM Masterclass, hosted by Christophe Therrey, you'll discover how to draw similarities between sourdough pizzas and Louis Vuitton handbags, coming away with best-practice from the luxury sector which will enable your food and beverage business to fuel profit-boosting NPD and delight your consumers.

This 15-minute, quick-fire session will cover:

- Planning and offer management
- Product specification definition
- Collaboration requirements
- Document management
- Managing multiple product characteristics
- RFP process
- Dynamic costing

Christophe Therrey, Senior Vice President Sales, Global New Markets & EMEAR, Centric Software®

Sustainability

10:05:00 - 10:30:00

Get The Seal Of Approval With Sustainable NPD Which Meets Environmental Considerations & Still Drives Commercial Success

- From Greta to Blue Planet: it's more than reducing plastic! Consider everything from food waste, miles, carbon and water footprint on your journey towards sustainability
- What does it take to position your brand as sustainable? Explore innovative ways to boost sustainability within your NPD portfolio
- Can you go full circle? Determine the strategic steps needed to strive towards a circular economy
- When it comes to sustainability, a little can go a long way. How can you drive sustainability from NPD to the overall business?

Grégory Faure, Innovation Controller – Continental Europe, Princes Ltd

How Pricing Can Make or Break your NPD Launch

10:30:00 - 10:50:00

- Selecting new product pricing that maximises revenue
- Avoiding product cannibalisation
- Differences in price sensitivity by SKU/brand
- Price barriers, including budget and psychological pricing constraints
- Differences in behaviour by type of consumer (users vs. considerers)

Nicole Teh, Director Of Strategic Partnerships, Conjoint.ly

Morning Coffee Break & Informal Networking

10:50:00 - 11:20:00

How AI Connects The Dots!

11:20:00 - 11:40:00

How AI connects the dots to predict the most important food trends of the future - Black Swan Data

- Deep dive into the key Snacking innovation trends and territories Black Swan Data is predicting to grow in +2022
- Understand how Social Prediction technology unlocks the world's biggest focus group: the internet, to identify, decode and predict new trends
- See the tools and metrics being used by companies like PepsiCo, Colgate and P&G to utilise this capability and fuel smarter, faster new product innovation programmes

Lauren Warnock, Insight & Innovation Director, Black Swan Data

Interactive Workshop Groups

11:40:00 - 12:10:00

A) Sugar Reduction

B) Packaging & Plastic

Agile Innovation

12:10:00-12:30:00

Agile Innovation – The Future Of Product Development

- Symptom: Innovation success rates are extremely poor
- Cause: Product Developers are starved of the granular, product-level consumer intelligence they need to develop truly consumer-centric products
- Solution: Agile Innovation – bringing consumer data to the hands of Product Developers so they can access it all the way through the development cycle
- Case study: Agile in action. A walk through the most recent Agile project we did with one of the UK's largest food manufacturers

Ben Davies, Founder, Vypr

Consumer & Shopper Demands – Panel Discussion

12:30:00 - 13:10:00

Deep-Dive Into The Mind Of The Consumer! Align Your Strategy With The Latest Consumer Demands & Shopper Behaviours For Winning NPD & Guaranteed Sales

- Leverage data into consumer and shopper behaviours to ensure your products are directly on trend – and have the numbers to prove it
- You can't predict the future but how can you ensure your products survive the rapidly changing trends and interests of consumers?
- Separate the big winners from the big disappointments... which key trends can be drawn from consumer opinion and which will actually convert into shopping sales?
- Stay ahead of the curve and explore emerging flavour, ingredient, nutritional and consumer trends to drive NPD and business success

Ricardo Piccolo, Category Director (Infant & Medical Food) Continental Europe, Kraft Heinz

Sara De Angelis, Southern Europe Marketing Director, Délifrance

Anna Richey, CEO, Two Chicks

Jacq Ellis-Jones, Marketing Director, Pip & Nut

Lunch Break & Informal Networking

13:10:00 – 14:10:00

Common Pitfalls in Food Compliance & Product Safety - Breakout Discussion

13:15:00 – 13:45:00

Tom Berkvens, Sales Director EMEA, Centric Software®

Christian Maurer, Pre-Sales Consultant, Centric Software®

Afternoon Chair's Welcome & Opening Remarks

14:10:00 - 14:20:00

Hadrien Cadiou, Global R&D Senior Consumer Scientist, JACOBS DOUWE EGBERTS (JDE)

Staying On Top Of Consumer Expectations To Drive NPD Success

14:20:00 – 14:35:00

Staying on top of consumer expectations to drive NPD success

- How consumer expectations of new ingredients and trends are evolving
- How brands can adapt messaging and NPD to better cater for these needs
- Adopting a winning approach to NPD - key considerations from the playbook

Mark Brenton, Senior Associate Director, Toluna Harris Interactive

Key-Market Trends & Innovations – Panel Discussion

14:35:00 - 15:15:00

Identify Key Market Trends That Drive Commercially-Successful Products & Excite Consumers With Impressive Innovations Which Boost Sales

- Be first to market with forward-thinking strategies that convert insights into quick wins in-store and online
- From tech to new ingredients, from regulation to claims, what are the latest factors coming your way - and how can you navigate them with success?
- Go global! Look beyond your own borders for different future trends and prepare for what is on the horizon

Ricardo Piccolo, Category Director (Infant & Medical Food) Continental Europe, Kraft Heinz

Erika Ollen, Founder, GNISTA

Adam Nelson, Senior Strategy Director, Streetbees

Stephanie Johnson, Founder & Co-CEO, POLLEN + GRACE

Afternoon Coffee Break & Informal Networking

15:15:00 – 15:45:00

Convenience

15:45:00 – 16:10:00

Is Your NPD Good To Go? Deliver Products That Meet The Needs Of Time-Poor Consumers & Capitalise On Consumer Demands

- Healthy + convenient = guaranteed sales! What are the other checkpoints your product portfolio should hit to make its mark on the on-the-move market?
- Innovate your products and expand your portfolio with convenient products which tick all the boxes for consumers
- How are consumer lifestyles driving change in convenience space of food and drink? Identify gaps in the markets for products that will stand-out in a growing space

Alla Ouvara, CEO, Two Chicks

Navigating The Perfect Storm: Reformulating To Meet Legislative & Consumer Demands For Sugar Reduction

16:10:00 - 16:25:00

Sweegen will discuss the challenges of sugar reduction within Europe, taking into consideration regulatory restrictions and consumer preferences, while demonstrating their ability to offer a holistic approach to product design and innovation with a new generation of signature ingredient solutions

Paul Courtney, New Product Development Director – Food, EMEA, APAC., Sweegen

Daria Nalewajek, Application Technology Manager EMEA, Sweegen

Alcohol-Free Innovation

16:25:00 - 16:45:00

- Review the current no/low market and sizing across BWS and where REAL sits within it
- Innovation in fermenting: non-alcoholic wine vs premium kombucha - the complexities of producing REAL as a non-alcoholic sparkling wine with a scientific approach
- Flavour and Complexity - what REAL offers that others don't
- Defining a new category - demand for REAL across retail and in the trade
- A fast-growing challenger brand - ambitions and future growth, challenging a traditional drinks industry

David Begg, Founder, REAL Kombucha

Afternoon Chair's Closing Remarks

16:45:00 - 16:55:00

Hadrien Cadiou, Global R&D Senior Consumer Scientist, JACOBS DOUWE EGBERTS (JDE)

Close Of Conference

17:00:00