



Welcome to The Food & Drink NPD Conference!

Official 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.

Registration, Informal Networking & GIC Welcome

08:40 - 09:30

Morning Chair's Opening Remarks

09:30 - 09:40

Selen Mussi, Danone Specialized Nutrition Innovation Pipeline Director, **Danone**

Health & Wellness Trends & Plant-Based Innovations | Panel Discussion & Q&A

09:40 - 10:20

Create Market-Leading NPD By Promoting The Health Benefits & Nutritional Value Of Your Products To Satisfy Even The Most Health-Conscious Consumers

- Low sugar, low sweetener, low fat, low sodium – how can you meet extensive consumer demands without sacrificing on taste and texture?
- Discover the hottest ingredients that will enhance your products with added health and immunity benefits such as vitamins, antioxidants, and proteins for refreshed and innovative NPD
- Capitalise on the increasing pandemic-influenced trend towards health and wellness in your new product development to highlight the nutritional benefits of your products

Lejla Dautović, Innovation & R&D Director, **Atlantic Grupa**

Milk The Benefits – As Plant-Based Alternatives Continue To Gain Traction, Reach Beyond Vegans & Vegetarians With Cutting-Edge Products That Excite Consumers Of All Diet Types

- Vegan, veggie and beyond! Overcome the perception of 'fake', 'tasteless' and 'inferior' plant-based and meat-free products with brand new product innovations which fly off the shelves
- Plant proteins – get up to date with the latest raw materials entering the market which will elevate your products and influence purchase
- Unlock the key drivers behind your market in order to decipher what taste profiles will consumers accept. Is it all about neutralising taste, or is the consumer willing to explore new flavours?
- The sensory experience! It's all about taste but don't forget the importance of texture, how can you incorporate the perfect sensory experience into your products to really win over your consumers?

Mufan Guo, Head of R&D, **Happy Ocean Foods**

Bonus Session; Gastrograph

10:20 – 10:35

AI, Super-Human Performance, And Computational Creativity For F&B NPD

- If software is eating the world, then AI is making it taste better
- In many different industries, we're seeing systems achieving things not possible without AI

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- AI can unlock new and novel creations rather than working from existing combinations and ideas from human formulas
- A human cannot predict flavor, aroma, and texture combinations they have never tried, but an AI can. And AI can also predict what demographic will like these new combinations
- The result? AI will drastically change innovation in the food and beverage world and allow for rapid formulations

Jason Cohen, CEO, **Gastrograph**

Sustainability

10:35 - 10:55

**Drive Sustainability From NPD To The Overall Business To Drive Commercial Success
Whilst Meeting Critical Environmental Goals With Brand New & Innovative Insights & Strategies**

- We all need to do better! With the global demand for change, improve your brand image by effectively communicating your values and commitments to the environment and your net-zero efforts
- Follow your footprints and align strategic goals! Don't let your sustainability journey conflict with your wider business goals by delivering on-trend, low-impact products
- How can you prepare for the impending wave of eco-taxation?
- Satisfy consumers' increasing demand for green initiatives for improved customer confidence and sky-high brand loyalty by balancing value, quality, and sustainability in NPD strategies

Niina Hytti, Director, Product Development, **Fazer Confectionery**

Bonus Session; Centric Software

10:55 – 11:10

How To Develop Safe And Sustainable New Products?

New regulations, coupled with the constant consumer demand for healthier products and more sustainable packaging, will only get tougher and force brands to make systematic changes to safeguard their revenue and margins. Find out how to improve your process management for new product design, sustainable packaging development, while providing relevant information to consumers.

Christian Maurer, Food Technologist, **Centric Software**

Morning Break With Informal Networking

11:10 - 11:50

Game-Changing Ingredients & Flavours

11:50 - 12:10

**Captivate Consumers By Tapping Into The Hottest Trends For Creative, Innovative & Exciting
Ingredient & Flavour Innovations**

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- What's cooking? Explore the latest must-have flavours and ingredients to stand out from the crowd and deliver real, game-changing results in your NPD portfolio
- What are the growing concerns (and opportunities) surrounding the latest health trends when it comes to your ingredients list, and what new ingredients should you be innovating with next?
- How are NPD teams today balancing the consumer demand for premium ingredients with the inevitable increase in price of raw materials?

Geert Maesmans, Director Research & Development, **Cargill Starches, Sweeteners & Texturizers**

Consumer Trends, Innovations & Shopper Behaviours | Panel Discussion & Q&A

12:10 - 12:50

Capitalise On The Trailblazing & Profitable Food & Drink Trends & Innovations To Drive Sales & Satisfy Increasing Consumer Demands

- Deep dive into emerging trends and assess the longevity of the transformation in consumer habits, lifestyle and consumption since the start of the pandemic in order to pinpoint further innovation routes
- What trends are truly influencing your consumers purchasing decisions and shopper habits today? Understand what consumers want from your product offering to secure brand popularity and boost loyalty
- How quickly can NPD teams realistically adapt to the dramatic and fast-changing consumer trends? Can we build strategies flexible enough to jump on trends despite lengthy NPD processes?
- Acknowledging the trends is one thing, but how can you actually integrate the hottest emerging trends within your business and NPD portfolio?
- Trend forecasting and industry benchmarking! Anticipate the next trends set to disrupt the market in order to get ahead of the curve with pioneering products which appeal and delight consumers and retailers alike

Jonathan Rason, Director Sensory & Consumer Expertise, **FrieslandCampina**

Anastasia Dellis, Commercial Director, Benelux, **Gorillas**

Francisca Listov-Saabye, Head of Product Development, **Lakrids by Bülow**

Christina Matrozou, Global Senior Marketing Manager, **Kerry**

Victoria Krutik, Marketing Director License, Specialities Import, **AFB Carlsberg Ukraine**

Bonus Session; Discover.ai

12:50 – 13:05

Semiotics & The Ivory Tower

Semiotics and AI/machine learning have more in common than we might first think. And it's in these commonalities that we find the opportunity to demystify both spaces and make very useful work for clients.

AI-driven semiotics has been an insight industry holy grail for some time. We have looked to the challenges and tensions around semiotics and AI/machine learning within the industry to provide the starting point for our innovation. Semiotic research is often enthusiastically embraced for its deep thinking, fresh perspectives and rigorous attention to detail. But we hear from clients that while inspiring it is sometimes hard to let the insight live on beyond debrief. In the case of AI-driven data, the world of consumer, category and cultural insight is at our fingertips, but without experienced human analysis findings often lack cultural resonance and real connection to real people. We see this state of affairs as a key, innovation-driving challenge for insight today and as the focus of opportunity for AI-powered research and analysis in the future.

Discover.ai's recently refreshed Signals methodology has been designed to reconcile these common insight pain points by truly marrying human semiotic analysis with the abilities of their AI platform, creating a research methodology that utilises the emotional driver capabilities of their platform with the down-to-earth stretchy thinking of their semiotic practitioners. Here, Bridget Dalton will focus on why and how she has developed a new methodological innovation, Signals, to deliver work that's more efficient and joyful to do, and insights, analyses and recommendations that are clear, useable and robust for their clients.

Bridget Dalton, PhD, Offer Development Director, **Discover.ai**

Lunch Break & Informal Networking

13:05 – 14:05

Breakout Discussions

13:25 – 13:55

- A. Proteins
- B. Meat-Free
- C. Low & No
- D. CBD
- E. Low Sugar

Afternoon Chair's Opening Remarks

14:05 - 14:15

Mufan Guo, Head of R&D, **Happy Ocean Foods**

NPD Success | Double Perspective

14:15 – 14:55

Showcase NPD Success & Secure A Competitive Advantage From Concept To Launch By Maximising The Latest Product Trends & Monetising Valuable Consumer Insights

- Ability for agility! We know that consumer trends and behaviours are ever-changing so how are product development teams keeping up with new insights and translating these into pioneering product campaigns?
- Stay ahead of the game (and competition) by predicting the hottest new trends set to disrupt the NPD landscape in order to make your mark and drive purchasing power

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- In today's unpredictable and fast-paced landscape, discover brand new insights on how to reduce costs at every stage of the supply chain whilst still developing and investing in the latest innovations for profit-boosting results

14:15 - Piet Bogaert, CSST Innovation & R&D Planning & Excellence Leader (Global), **Cargill Starches, Sweeteners & Texurizers**

14:35 - Julia Granung, Head of Products & R&D, **Peas of Heaven**

Bonus Session; Toluna Corporate & Harris Interactive

14:55 – 15:10

Where Are We Heading – Trends In Diet And Flavour Profiles

- Growing importance of daily treats – how consumers' attitudes have changed?
- Newest trends in food and drink flavour profiles
- How healthy is the plant-based diet in consumer's mind? How quickly is this trend growing?

Dirk Pieterse, Enterprise Account Director, **Toluna Corporate**

Magdalenda Jablkowska-Citko, Research Director, **Harris Interactive**

Afternoon Break With Informal Networking

15:10 – 15:40

Packaging & Plastics

15:40 – 16:00

ESG & Net Zero Ambitions Of The World's Largest Local Brewer

- Decarbonisation matters! The role of innovation
- Closing the loop through innovation
- Packaging case study: the need for objectiveness

Massimo Venegoni, Global R&D Sustainability Manager, **Anheuser-Busch InBev**

Nev Moon, Head of EverGrain UK, **Anheuser-Busch InBev**

Snacking & Convenience

16:00 – 16:20

On-The-Go Products For On-The-Go Consumers! Capitalise On Consumer Shopping Habits By Developing Snacking & Convenience Products Which Excite & Impress To Guarantee Boosted Sales

- As consumer lifestyles continue to change and adapt, what is the future of snacking and convenience post-pandemic?
- In a highly competitive market drive real growth in your on-the-go and impulse categories to excite time-poor shoppers with convenient, nutritious, and delicious products

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- It might be on-the-go but is it good-to-go? Identify exactly what consumers are looking for now in food-to-go in order to scope gaps in the market and capitalise on insights to drive sales

Marianne Nordblom, Director of Product Development, R&D & Packaging, **HKSCAN**

Unilever Case Study

16:20 – 16:40

Which F&B Products Does The World Need Now & In The Future?

Dr. Holger York Toschka, Foods Director SEAA, **Unilever**

Afternoon Chair's Closing Remarks & Close Of Conference

16:40 – 16:50

Mufan Guo, Head of R&D, **Happy Ocean Foods**