



Stand-Out With Brand New & Inspiring Food & Drink Insights For Sustainability-Focused, Commercially-Successful & Consumer-Driven Product Strategies & Innovations

Group Discounts Available
BOOK 4 FOR 3

Guarantee Market Success, Tackle Cost Challenges & Capitalise On The Latest Consumer & Retailer Sustainability, Ingredient, Plant-Based, Packaging, Health, International & Snacking & Convenience Trends To Excite Consumers & Drive ROI With Consumer-Led Product Strategies & Innovations

22 INDUSTRY LEADERS, 1 DAY

 EUROPACIFIC PARTNERS Joost Dijkstra Associate Director Portfolio & Innovation Coca Cola Europacific Partners	 Anastasia Dellis General Manager NL Gorillas	 Ester Van Dusseldorp Duchess Chocopreme (AKA Country Manager Benelux & Beyond) Tony's Chocolonely	 Julia Straschil Global Marketing Director, E-Commerce & Sustainability Lead Capri Sun Group	 Kasia Grzybowska Regional Sustainability Manager & Assistant Vice President Nestlé	<p>1 Sustainability - Drive Real Action With The Latest Food & Drink Trends: Boost brand image, mitigate greenwashing claims, exceed consumer demands and drive sales</p> <p>2 Game-Changing Ingredients - Taste & Texture: Guarantee product success with the latest, must-have ingredients and irresistible flavours to delight your consumers</p> <p>3 Market-Leading Plant-Powered Innovation & Meat Alternatives! Capitalise on sky-high demand with on-trend product delivery</p>
 Oliver Baggaley Director Digital Strategy & e-Commerce Ahold Delhaize	 Dr. Oliver Sperber Global R&D Director Carl Kühne KG (GmbH & Co.)	 Lee Boakes NPD Director Huel	 Alexandra Boelrijk, Global Senior R&D Director ProActive Health & Coralie Perrin, Sustainability Taste Lead Kerry	 Mehdi Adjiri Technical Controller Graze (Nature Delivered Limited)	<p>4 Capitalise On The Hottest Product, Consumer & Retailer Trends & Innovations: Brand new, inspiring strategies for consumer-driven, pioneering products which fly off the shelves</p> <p>5 Viable, Cost-Effective & Sustainable Packaging: Optimise efficiencies and secure consumer loyalty with high-quality and eco-friendly packaging solutions</p> <p>6 Next-Level Product Development For Commercial Success: Dominate a competitive market drive ROI from concept to launch</p>
 Felipe Lima Strategy Director BU Beef Vion Food Group	 Daniela Busseni, Category Development Director & Debbie Davies, Category Development Controller Vibrant Foods	 Christian Rößle Head of R&D Berief Food GmbH	 Lejla Dautović Director of Research Development & Innovation Atlantic Grupa	 Christine Crosby Group Sustainability Director, Global Hero Group	<p>7 Tackle Cost Challenges & Market Complexity! Restrategise and refocus to withstand economic and supply uncertainty to thrive in a challenging food and drink market</p> <p>8 Promote & Prioritise Health, Wellbeing & Clean Label: Satisfy health-conscious consumers with holistic, nutritious and profit-boosting product innovation</p> <p>9 International Success & Global Inspiration: Diversify your product portfolios and appeal to exotic flavours and palettes</p>
 Nicci Clark CEO & FOUNDER RENOURISH	 Nicola Smith Head of Sustainability Little Freddie	 Peter Amon CEO More Than Meals	 Emma Lindsay Sustainability Manager Butternut Box	 Fabio Beninati Product Innovation Leader Amadori	<p>10 Beverage, Snacking & Convenience Trends & Innovations: Drive category growth with cutting-edge and on-trend product development</p> <p>FRESH FOR 2023!</p> <ul style="list-style-type: none"> • Refreshed & Rebranded For 2023! • Brand New Insights From Coca Cola, Nestlé, Ahold Delhaize & More! • 3 Interactive Panel Discussions • 3 Facilitated Peer-To-Peer Breakouts



08.30 Registration, Informal Networking & GIC Opening Remarks

09.00 Morning Co-Chairs' Opening Remarks

Kasia Grzybowska
Regional Sustainability Manager & Assistant Vice President
Nestlé

Oliver Baggaley
Director Digital Strategy & e-Commerce
Ahold Delhaize




OPENING REMARKS

SUSTAINABILITY

09.10 Harness The Latest Food & Beverage Green & Sustainability Trends To Authentically Boost Brand Image, Mitigate Greenwashing, Exceed Evolving Consumer Demands & Drive Sales

DRIVE REAL ACTION

Q&A

- Sustainability isn't just about packaging and plastic! Determine how to build a cost-effective, transparent, and lucrative sustainability model from concept to launch
- Environmental scoring and the Digital Product Passport: examine the new standards and practices in order to reduce misleading green claims and profit from authentic claims about the full life cycle of your products for improved customer confidence
- Critical consumer insights! Discuss and debate the price point for sustainable initiatives... are your consumers willing to pay a premium?
- Natural, organic and local... how can you boost brand image and meet the increasingly health and climate-conscious consumer expectations?

Kasia Grzybowska
Regional Sustainability Manager & Assistant Vice President
Nestlé

Dr. Oliver Sperber
Global R&D Director
Carl Kühne KG (GmbH & Co.)

Christine Crosby
Group Sustainability Director, Global
Hero Group

Lejla Dautović
Director of Research Development & Innovation
Atlantic Grupa

Felipe Lima
Strategy Director BU Beef
Vion Food Group








PANEL DISCUSSION

Coralie Perrin
Sustainability Taste Lead
Kerry



INGREDIENTS: TASTE & TEXTURE

09.40 Guarantee Product Success & Portfolio Growth With The Latest, Must-Have Ingredients & Irresistible Taste & Textures

CREATIVE EXCELLENCE

- What's hot, and what's not? Stay ahead of the game by successfully translating consumer demands and trends into ingredient choices and flavours which tickle your consumers taste buds
- Uncover game-changing consumer insights and market trends to ensure your products stand out from a competitive crowd with the hottest, on-trend ingredients and flavours
- Taste, texture, feeling: alongside great taste consumers are increasingly looking for the best sensory experience... get the balance of taste and texture right to create indulgent moments your consumers cannot resist
- From the rise of raw ingredients to rapidly-improving nutrition in ready meals, cater for demands by finding the win-wins for product developers and consumers alike to drive forward successful and lucrative innovation

PLANT-BASED & MEAT ALTERNATIVES

DOUBLE PERSPECTIVE

10.00 Market-Leading Plant-Powered Product Innovation! Capitalise On The Sky-High Demand For Plant-Based & Meat Alternatives With On-Trend Product Delivery Guaranteed To Stimulate Consumer Interest & Deliver Unapologetic Market Success

- Unlock the untapped health benefits, consumer popularity and indulgent taste sensations of plant-based and meat alternatives by deciphering the key drivers behind the continued surge and translating insights to create products certain to fly off the shelves
- Determine the product innovations here to stay! Which plant-based, meat and dairy alternatives will reward in the short and long-term?
- From vegetable protein to innovations around hybrid-fats, salt-based, cultivated meat and precision fermentation, how mature and ready are we to satisfy meat-free and flexitarian consumers with the replacements on offer?
- Discover the latest plant proteins heading to market to elevate your new product launches and influence profit

10.00 Christian Rößle
Head of R&D
Berief Food GmbH

10.20 Fabio Beninati
Product Innovation Leader
Amadori




10.40 Morning Refreshment Break With Informal Networking

11.10 **Bonus Session; Reserved For Exclusive Conference Partner**

HOT PRODUCT TRENDS & INNOVATIONS

11.40 Cut Through The Noise! Monetise Brand New & Inspiring Food & Drink Trends & Innovations To Power Commercially-Successful, Pioneering & Trend-Driven Products Which Fly Off The Shelves

PANEL DISCUSSION

Q&A

- Game-changing early insights! Get ahead of the next market-dominating trend to capture attention and win customers over by separating the fads from the macro trends and tastes that are here to stay
- Tap into the latest consumer trends and critical market insights influencing consumer purchasing decisions to create trailblazing products which achieve sky-high sales
- Trend forecasting for 2023 and beyond! What new trends and innovations can we expect to appear on the horizon, and how can you take advantage of these to produce profitable and long-lasting product innovation?

Lee Boakes
NPD Director
Huel

Mehdi Adjiri
Technical Controller
Graze (Nature Delivered Limited)




SUSTAINABLE PACKAGING

AUTHENTICITY

12.10 Optimise Efficiencies & Secure Consumer Trust & Loyalty With Viable, Functional, Cost-Effective & Sustainable Packaging Solutions

- '40% less packaging...?' Protect the content of your products whilst reducing excess packaging materials to profit from strong environmental scores and boosted consumer confidence and brand loyalty
- Glass or aluminium? Plastics or carton? Follow the latest guidelines on waste disposal and decarbonisation to stay relevant, boost your brand reputation and drive sales
- Best-in-class eco-design... boost resource efficiencies with bioplastics, caps and more to achieve high-quality and attractive yet eco-friendly and functional packaging solutions
- Satisfy consumers by actively delivering greener alternatives and mitigate greenwashing and misleading consumers with transparent, descriptive and clear labelling

Nicola Smith
Head of Sustainability
Little Freddie



PRODUCT DEVELOPMENT SUCCESS

12.30 Disrupt & Dominate A Competitive Market By Capitalising On The Latest Trends & Insights To Deliver Profit-Boosting Product Development & Drive ROI From Concept To Launch

CUTTING EDGE

- Spot and respond quickly to gaps in the market to seize new opportunities for trailblazing product development guaranteed to win the hearts (and pockets) of consumers
- Quick wins to drive purchasing power! Maximise market metrics and data insights to refresh your popular product ranges and develop profitable line extensions
- Monetise consumer trends and translate insights into profit-boosting products and pioneering campaigns to skyrocket brand performance and achieve sky-high sales
- Mitigate increasing costs, low yields and supply and resource challenges by responding effectively and continuing to produce budget-friendly yet commercially-viable new product development

Joost Dijkstra
Associate Director Portfolio & Innovation
Coca-Cola Europacific Partners




Sustainability • Ingredients: Taste & Texture • Plant-Based & Meat-Alternatives • Hot Product Trends & Innovations • Sustainable Packaging • Product Development Success • Consumer Trends & Shopper Behaviours • Tackle Cost Challenges & Complexity • Health, Wellbeing & Clean Label • International Tastes & Trends • Beverages: Trends & Innovations • Snacking & Convenience

12.50 Lunch For Delegates, Speakers & Partners

13.20 **Informal Peer-To-Peer Discussions**

A) Digitalisation & New Service Models

 Oliver Baggaley
Director Digital Strategy & e-Commerce
Ahold Delhaize



B) Meat, Alternatives & Sustainability

 Felipe Lima
Strategy Director BU Beef
Vion Food Group



C) The Win-Win Of Data-Led Insights

 Debbie Davies
Category Development Controller
Vibrant Foods



13.50 **Afternoon Co-Chairs' Opening Remarks**

 Peter Amon
CEO
More Than Meals



 Emma Lindsay
Sustainability Manager
Butternut Box




CONSUMER TRENDS & SHOPPER BEHAVIOURS

14.00 **Dynamic & Trailblazing Product Innovations Inspired By The Latest Consumer Insights, Trends & Shopper Behaviours To Spring-Board New & Refreshed Product Lines To Sales-Boosting Success**

Q&A

- From shopper behaviours and buying habits to flavours and snacking and convenience... get to grips with your consumers' preferences today to deliver the profit-boosting product innovation success of tomorrow
- Separate fact from fiction! Health check health aspirations, eco-sensibilities and soft intentions into hard purchases to deliver what shoppers really want and need online and in store
- Spotting and acknowledging new trends is one thing, but how can you actually integrate the hottest emerging trends within your business and product portfolio?
- As the cost-of-living increases, strengthen your consumer data insights to decipher which products are viable and where you should focus future product innovation

 Anastasia Dellis
General Manager NL
Gorillas



 Julia Straschil
Global Marketing Director, E-Commerce & Sustainability Lead
Capri Sun Group



 Daniela Busseni
Category Development Director
Vibrant Foods



TACKLE COST CHALLENGES & COMPLEXITY IN FOOD PRODUCTION

CASE STUDY

14.30 **With Increased Energy, Raw Materials, Production & Supply Costs Hitting All Aspects Of Product Development & Innovation, Harness De-Complexity & Refocus Your R&D To Thrive & Survive**

- Anticipate where cost hikes and shortages for ingredients and packaging will force innovations and harmonisation in your product lines to mitigate cost increases
- Channel your innovative and technical knowledge to produce products of equal quality at less cost and generate better value for your company and consumers
- From price hikes to key commodities, utilise trends in ingredient replacements to protect your bottom line and refresh your popular products


 Dr. Oliver Sperber
Global R&D Director
Carl Kühne KG (GmbH & Co.)



HEALTH, WELLBEING & CLEAN LABEL

14.50 **Promote & Prioritise Health & Wellbeing To Satisfy Health-Conscious Consumers With Holistic, Nutritious & Profit-Boosting Product Innovation**

- From protein-powered breakfasts and super foods to baby formulas and the health drinks boom... target health-conscious consumers with products that enhance performance and prioritise wellness without sacrificing on taste
- Drive-down fat, salt and sugar levels and drive-up product sales with delicious natural and nutritious recipes guaranteed to hit your consumers health-conscious sweet spot!
- Clean label and declaration friendly: as consumers become increasingly ingredient-savvy, utilise short but informative ingredient lists which make health benefits clear and easy for consumers to read

 Alexandra Boelrijk
Global Senior R&D Director
ProActive Health
Kerry



INTERNATIONAL TASTES & TRENDS

15.10 **Tap Into Popular Regional Specialities, Global Trends & International Tastes To Diversify Your Product Portfolios For Maximised Profits**

- Harness the 'buy-local' passion and nostalgia of strong regional food and drink cultures to boost sales with products that gratify home-grown tastes

GLOBAL INSPIRATION!

- World-wide success! Spot the global trends about to disrupt the market early to keep your product portfolio fresh in an increasingly competitive world and appeal to exotic flavours and palettes
- What are the latest global flavours and ingredients inspiring the market today that you should be innovating with next?

 Nicci Clark
CEO & FOUNDER
RE:NOURISH



15.30 Afternoon Refreshment Break With Informal Networking

16.00 **Bonus Session; Reserved For Exclusive Conference Partner**

BEVERAGES: TRENDS & INNOVATIONS

16.30 **Identify & Monetise The Latest Drinks Trends & Innovations For Cutting-Edge & On-Trend Product Innovation**

- The "low" and "no" category is continuing to show exponential growth, so how can you ensure your brand monetises what your target consumers are really thirsty for?
- Harness the rise of nutritional and healthy on-the-go drinks to deliver profitable and innovative new products in the drinks category
- What can we learn from the innovation and trends in the drinks category which can be applied to the wider food and product market?

CHOCOLATE SUCCESS AS A VEHICLE FOR CHANGE

CASE STUDY

16.50 **The Race To 100% Slave-Free Chocolate...**

How Tony's Chocolonely Is Pioneering An Industry Shift Towards Taking Responsibility For Your Value Chain & Driving Product Success To Achieve Change


 Ester Van Dusseldorp
Duchess Chocopreme (AKA Country Manager BNXL & Beyond)
Tony's Chocolonely



SNACKING & CONVENIENCE

17.10 **Drive Real Growth In Your On-The-Go, Snacking, Impulse & Convenience Categories To Delight Time-Poor Shoppers In A Highly Competitive Market**

- Natural, affordable, healthy, sustainable... get your on-the-go product mix right to keep your on-the-go consumers happy and fulfilled with convenient, nutritious and delicious products
- Break the mould of 'more packaging, less product' to produce attention-grabbing snacks and treats which deliver on taste and consumer fulfilment
- With increasing costs pressures, evolving regulations and eco-demands, repackaging and reinvent your snacks, on-the-go and luxury ranges to achieve profit-boosting success
- As consumer lifestyles continue to adapt and develop, what is the future of snacking and convenience in 2023 and beyond?

 Mehdi Adjiri
Technical Controller
Graze (Nature Delivered Limited)



17.30 Afternoon Co-Chairs' Closing Remarks & Close Of Conference

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4 FOR 3

- Speaker notes will be available to download one week after the conference, subject to speaker disclosure.
- Please note VAT will be charged at 21%. All BACS/invoice registrations are subject to a €24.90 booking fee and all credit cards payments are subject to a 4% booking fee.
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Can You Help Product Development, R&D, Innovation, Brand & Marketing Teams Achieve Food & Drink Success?

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