

Food & Drink Insights Europe – Innovation, Sustainability, Commerciality
Leonardo Royal Hotel, Paul van Vlissingenstraat 24, 1096 BK, **Amsterdam**, 23 March 2023



FOOD & DRINK INSIGHTS EUROPE

INNOVATION • SUSTAINABILITY • COMMERCIALITY

23.03.2023 • WWW.FOODPRODUCTCONFERENCE.COM

Welcome To The Food & Drink Insights 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:



Registration, Informal Networking & GIC Opening Remarks

08.30 – 09.10

Morning Co-Chairs' Opening Remarks

09.10 – 09.20

Fabio Beninati, Product Innovation Leader, **Amadori**



Oliver Baggaley, Director Digital Strategy & e-Commerce, **Ahold Delhaize**



Sustainability – Panel & Q&A

09.20 – 10.00

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

- 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?

Dr. Oliver Sperber, Global R&D Director, **Carl Kühne Group**



Lejla Dautović, Director of Research Development & Innovation, **Atlantic Grupa**



Felipe Lima, Strategy Director BU Beef, **Vion Food Group**



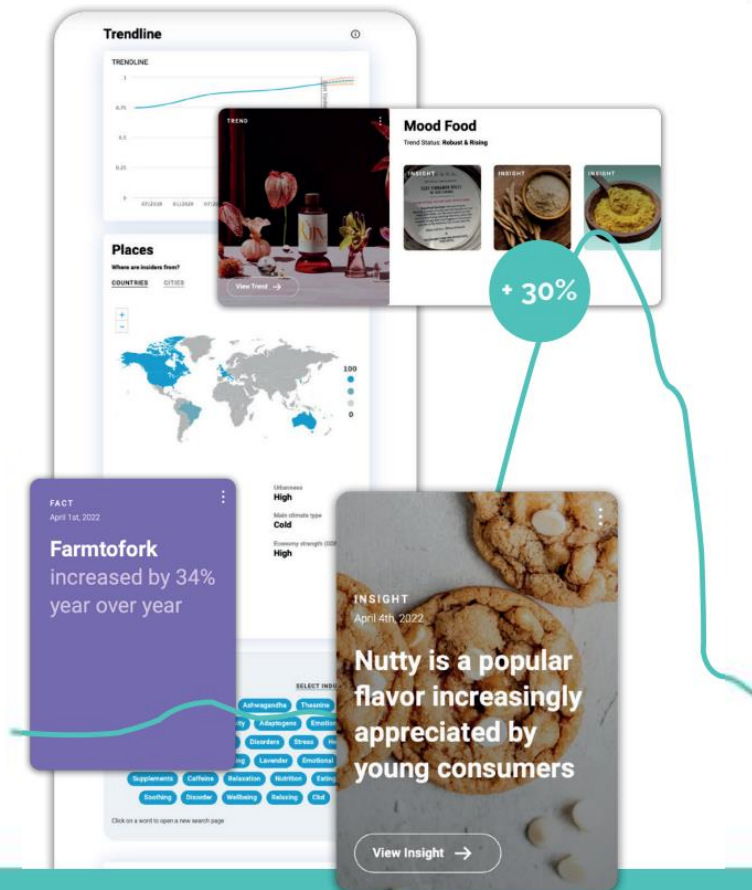
Thomas Portenseigne, Head of Global Sustainability Marketing & Customer Engagement, **Barry Callebaut Group**



Observe. Predict. React.

At Nextatlas, we combine the capabilities of a **finely tailored AI** with **expert interpretation** to spot weak signals from innovative consumers on social media and anticipate future trends before they hit the market.

Brands across a range of industries use our technology to inform their **strategic processes** with our **reliable market research** and **AI-powered trend forecasts**.



+300K

Industry specific
Innovators

600K+

Tracked Tags

+2,5M

New Posts
Analyzed/Week

A unique approach to meet your Challenges

Always-on foresight

AI driven data from industry specific innovators and early adopters to spot the weak Signals relevant for your business.

Deep quantitative data

about behavioural shifts of consumer attitudes towards brands and categories.

Better, faster and more efficient

than traditional methodologies in analyzing and monitoring consumer data.

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Plant-Based & Meat Alternatives – Double Perspective

10.00 – 10.40

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 – 10.20

Christian Rößle, Head of R&D, **Berief Food GmbH**



10.20 – 10.40

Fabio Beninati, Product Innovation Leader, **Amadori**



Presentation By Exclusive Conference Partner, Visualfabriq

10.40 – 10.55

From Insights To Revenue Forecasting

- What you need to translate insights into value prediction
- How to include shopper activation in revenue forecasting and optimisation
- Breaking the silos: holistic commercial planning to drive one team, one goal

Friso Leysma, Product Owner & Solutions Architect, **Visualfabriq**



visualfabriq

Morning Refreshment Break With Informal Networking

10.55 – 11.25

The AI-powered platform to develop better products, faster.



Foodpairing helps CPGs in their challenge to transform their portfolio to healthier and more sustainable products. We support your digital transformation agenda by digitizing the development process and introducing digital twins resulting in an agile innovation process.



TRIAL 68%
LINE 82%



TRIAL 54%
LINE 38%

01/
DEVELOP FASTER

02/
LAUNCH MORE
SUCCESSFUL PRODUCTS

03/
PREDICTABLE CONSUMER
PERFORMANCE

Hot Product Trends & Innovations – Panel & Q&A

11.25 – 11.55

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

- 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**



Bledi Jahjaga, Head of Food, **Pizza Pilgrims**



Florencio Garcia, Principal Chief Executive Officer Europe, **Better Balance Foods**



Presentation By Exclusive Conference Partner, Centric Software

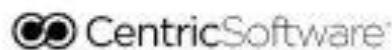
11.55 – 12.10

Safety, Sustainability, Compliance & Innovation With Centric PLM®

Sustainability pushes are causing a stir as they sweep across the globe, and consumers are demanding that corporations not only make real shifts but accurately communicate how their food is sourced and produced. With this environmental push has also come the explosion of plant-based foods and the ongoing trend towards healthy eating and drinking.

How to reconcile these closely related issues: environmental issues, food safety and consumer expectations? This challenge is faced by all players in the value chain and at each stage of product development.

Christian Maurer, Pre-Sales Consultant, **Centric Software**



Sustainable Packaging

12.10 – 12.30

Sustainability: Front-Of-Pack Labelling & Beyond

Under the European sustainability strategy, we await mandatory, harmonised sustainability labelling, including a front-of-pack nutrition label. What opportunities does this bring for companies? Can reformulation for more sustainable products be leveraged? And how can we achieve best practice?

Paulig will present their case for using the front-of-pack nutrition label Nutri-Score in their internal goal-setting and transparent communication of status and progress:

- Independent criteria used to define a healthy product enables true impact and a level playing field
- A front-of-pack label achieves transparency and clarity in the communication of ESG status and goals towards consumers, peers, and authorities
- Innovative WoW through sharing the framework for people and planetary health transparently, and sharing the concept data model for automated KPI measures

Karin Jonsson, Sustainability Program Manager, Nutrition & Food Health,
Paulig



Driving Better Decisions from Concept to Consumer for Food & Beverage Brands, Manufacturers and Retailers



Collaborate
to boost product innovation



Reduce
costs and increase margins



Guarantee
compliance and safety



Enhance
product assortments, formulations and packaging



Optimize
raw material sourcing



Reach
sustainability goals



LEARN MORE

“We chose Centric PLM to manage assortment, product planning, sourcing and to streamline the process of requesting quotes from suppliers. We now have pooled data for hundreds of consumer products and packaged food products, sold under our own name and under private label, in the service of optimized control and collaboration between teams and suppliers and acceleration of our launches.” - BIG LOTS!

Presentation By Exclusive Conference Partner, Nextatlas

12.30 – 12.45

Zero Waste, Maximum Efficiency: The Role Of Food Innovation

Why the food industry is key to a sustainable and waste-free future

Mario Coletti, Managing Director, **Nextatlas**



Product Development Success

12.45 – 13.05

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

- 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**



Lunch For Delegates, Speakers & Partners

13.05 – 14.05

One version of the truth. One plan. **One team.**

Forget the silos and say goodbye to endless discussions. Enjoy the holistic way of working on a single platform. Align easier, understand better and act faster to challenges in revenue growth management.

Are you ready to unleash your Revenue forecast & optimisation? Here we are!



visualfabriq.com

visualfabriq
Revenue forecasting & optimisation

Informal Peer-To-Peer Discussions

13.35 – 14.00

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**



Afternoon Chair's Opening Remarks

14.05 – 14.15

Peter Amon, CEO, **More Than Meals**



morethanmeals

Consumer Trends & Shopper Behaviours – Fireside Q&A

14.15 – 14.35

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

- 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

Daniela Busseni, Category Development Director, **Vibrant Foods**



Vibrant
Foods
Eastern Heritage. Global Outlook.

Tackle Cost Challenges & Complexity In Food Production – Case Study

14.35 – 14.55

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 Group**



Health, Wellbeing & Clean Label

14.55 – 15.15

Meeting the needs of today's proactive, health conscious consumer; a Kerry perspective

- What are the market and consumer trends in health and what role does nutrition play?
- How do we as an industry develop science-backed, clinically proven ingredients that meet consumer's needs and that are applicable in food and beverages? Discussion of some recent successful examples in this area that are able to combine health ingredients with a superior consumer experience

Alexandra Boelrijk, Global Senior R&D Director ProActive Health, **Kerry**



Presentation By Exclusive Conference Partner, Foodpairing

15.15 – 15.30

How Technology Accelerates The Transition Towards Healthier, Sustainable & Indulgent Food Products

Consumer demands are continuously evolving. CPG companies are under pressure to deliver consumer-centric innovative products which are healthy, sustainable and also flavorful. This results in an urge to speed up product development processes by increasing efficiency. Artificial intelligence as the game changer in NPD processes. The challenges, the benefits and how it empowers organizations to develop products faster with higher accuracy. Key driver? Early stage consumer validation of product concepts before actual development starts.

Michelle Vandamme, Business Development Representative, **Foodpairing**



Afternoon Refreshment Break With Informal Networking

15.30 – 16.00

Chocolate Success As A Vehicle For Change

16.00 – 16.20

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

How Tony's Choclonely 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 BNLX & Beyond), **Tony's Choclonely**



Afternoon Chair's Closing Remarks & Official Close Of Conference

16.20 – 16.25