ONSITE PROGRAMME

THE LEADERSHIP FORUM FOR THE FOOD & NUTRITION INDUSTRY

BROUGHT TO YOU BY

Towards 2020 innovation and leadership

PLATINUM PARTNER

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Welcome to Food Vision

I am delighted to welcome you to the fifth Food Vision event. Our new home in London will provide the perfect backdrop for a busy agenda of expert observations, debates and thought provoking panel discussions.

The next days will prove to be hugely rewarding for us all, as we hear from experts, investors, entrepreneurs, trailblazers – all revealing and analysing the latest trends and developments in the food and nutrition industry.

We hope that our speakers challenge how you think about the industry, and that they inspire new opportunities for sustainable growth and profitability for your business.

At the heart of the Food Vision concept is an openness and focus on meeting new and interesting members of the industry you may not hear from, or speak with, anywhere else. We want you to not only watch the future unfold, but to take an active part in shaping the debate.

I hope you will take advantage of the opportunities to fully share and engage with your fellow industry specialists during our debates, roundtable discussions and networking sessions. I believe that being open to greater connectivity, and being willing to listen and learn from those around you whom you may not normally meet in your day-to-day jobs, can help to accelerate business growth, scientific discovery, and provides inspiration for new product developments.

So, please, be inspired by unconventional opinions, share your viewpoints and stir up the debate; meet new people; and be open to new ways of working.

With this in mind, I look forward to meeting you at our evening welcome reception, where you will have an excellent opportunity to make new connections.

I would like to extend my genuine thanks to the many contributors that have worked tirelessly to create this programme. The dedication of Vision Events, the international events team at our parent company William Reed, has seen the Food Vision series go from strength to strength across the globe.

I am grateful for the generosity of our speakers and panellists who will give us their time and expert knowledge, and to my colleagues at FoodNavigator and NutraIngredients for their support and hard work.

Last, but not least, a very special thanks to our Food Vision partners: BASF, DuPont, Beneo, Cargill, Cosucra, Jennewein, Roquette and Wales, here today as your joint hosts; and a warm welcome to their VIP guests.

Let Food Vision inspire you to future success.
General Information

Download this programme here:
www.foodvisionevent.com/onsiteprogramme

Wi-Fi Network: **8 Northumberland Avenue**  Access Code: **8welcome**

Please put your phones and other communication devices on silent during sessions

Follow us: [@FoodVisionEvent](https://twitter.com/FoodVisionEvent) and please tweet using [#FoodVision](https://twitter.com/search?q=%23FoodVision)

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Organisers desk:
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Event Venue:  **8 Northumberland Avenue**, London WC2N 5BY

Dinner venue: **Church House**, Dean’s Yard, Westminster, London SW1P 3NZ

Nearest Tube Station: Westminster

At a glance...

**Wednesday, 1 March**

**Afternoon** Arrivals

**Evening** Registration and welcome drinks
Innovation panel
Food Vision Trailblazers
Networking reception

**Thursday, 2 March**

**Morning** Late registration
Plenary sessions
Speed networking

**Afternoon** Lunch with roundtable discussions
Plenary sessions

**Evening** Food Vision dinner

**Friday, 3 March**

**Morning**: BASF yoga and breakfast
Plenary sessions

**Afternoon**: Networking lunch
Departures

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DAY ONE – WEDNESDAY, 1 MARCH 2017

16:30 Registration and welcome drinks

17:30 Welcome from the Chair
Nathan Gray, Senior Editor, NutraIngredients
Nathan is senior editor for NutraIngredients in the EMEA region. He has written on key areas of research, policy, legislation and trends impacting the global functional foods and nutritional supplements industries – including issues in R&D and innovation, EFSA health claims, advances in microbiome science, new delivery formats, and partnerships and investments within the industry. Nathan has a degree in Human Biosciences, specialising in exercise nutrition and immunology.

17:35 Panel discussion: Innovation win win.
Chaired by Niamh Michail, Journalist, FoodNavigator
You might say there’s never been a better time to launch a new food start-up. As global food businesses open up venture funds and incubators to draw innovative entrepreneurs into their orbit, there are rich pickings for start-ups in search of money, experience and a global platform for their ideas. But how can you win in a competitive environment?

Panellists:

Alessio D’Antino, Co-founder and CEO, Crowdfooding
Alessio is the founder and CEO of Crowdfooding, the world’s first crowdfunding platform for food and beverage-related ventures. He started his marketing career at Fortune 500 beverage company before deciding to join a San Francisco-based startup accelerator to lead their marketing and business development efforts. Alessio is an avid startup aficionado and a big time foodie determined to create the biggest collaborative platform for the F&B industry.

Sophia Nadur, Innovator at Ideas2Launch & Co-founder, Tg Green Teas
Sophia is an “extrapreneur” who supports companies wanting to remake their portfolios to better fit emerging consumer needs for healthier products. She has more than 20 years’ global marketing & innovation experience with Coca-Cola, Mars, Unilever, and Kraft/Mondelez, where she developed and led complex marketing activities and NPD across multiple food & drink categories in Europe, China, the USA, and Latin America. As co-founder/CEO of a healthy drinks startup, she is also well connected to other disruptive entrepreneurs operating in the London food & drink space.

Clemens Walter, Operations Director, Atlantic Labs
Clemens successfully co-founded MyCouchbox, a market leading e-commerce startup for sweets and snack boxes. In 2017 he took a seat at management board of Atlantic Food Labs. As Director of Operations he directly helps portfolio companies and upcoming ventures to grow.

Niamh Michail
Niamh Michail is a journalist for FoodNavigator. Based in Montpellier, France, she writes about food and beverage product development, regulatory issues such as food labelling and big industry topics ranging from sustainability to public health. Niamh has a degree in modern languages and European studies from the University of Birmingham in the UK.
18:15 Meet the Food Vision Trailblazers

Three trailblazing entrepreneurial start-ups present their red hot innovations and their mould-breaking approaches. Carefully selected by the editorial teams of FoodNavigator and NutraIngredients, they represent the brightest and the best. Together with our innovation panellists, our Trailblazers will discuss the consumer trends they are tapping into and shine a spotlight on some of the opportunities (and pitfalls) that are out there.

Hannah McCollum, Founder, ChicP

ChicP was founded on a passionate commitment to reducing food waste. Supporting British farmers by using fruit and vegetables that are not seen ‘fit’ for supermarket use. These include vegetables that are out-grades, mis-shapes or class 2.

ChicP hummus is made primarily from raw vegetables, one of the healthiest food options available. All the hummus is high in protein and free from gluten, dairy & refined sugar. Our carefully selected flavours are tasty, fresh and memorable.

ChicP’s target market is health conscious customers, who look for delicious, versatile and sustainable food. We will be working with nurseries and schools, to teach children how to be sustainable, reduce waste and eat fresh, delicious food.

Damien Lee, Founder and CEO, Mr Lee’s Noodles

Mr Lee’s Noodles Company are an award winning 100% tasty, 0% nasty, gluten-free, gourmet noodles in a cup. Lovingly packed in the UK, Mr Lee’s takes authentic, oriental flavours and gives them a modern twist - using only the finest ingredients to lock in all those nutritional values.

There are currently six rice noodle flavours in their range with more scheduled throughout 2017. The company uniquely uses freeze-dried ingredients to create a high quality, light ready meal. All noodles are certified as gluten-free by Coeliac UK and low in added sugar by Sugarwise; also one of the lowest instant noodles in salt, sugars, fats (saturated) and calories with no artificial colouring, flavouring, preservatives, additives or msg’s.

“We have changed the perception of the nasty, cheap instant cup noodle market with our 100% natural 0% nasty authentic gourmet oriental pot noodles” - said Damien Lee, Founder and CEO. The noodles are available to buy online, from various stockists and through their innovative Mr Lee’s vending kiosks - innovative health food retail points serving hot ready meals 24/7.

Kostja Klabjan, CEO, Besso

Why should coffee have all the fun? Besso is a barista made tea with an indulgent frothy top. Caffeine free and packed full of antioxidants, these is a great cup of tea – but it’s far from traditional.

Besso commands the same sense of occasion as a latte or cappuccino. Simple to make using an existing espresso machine, it has been successfully trialed in premier destinations including London’s Trafalgar Hotel and Nobu Restaurant. A higher margin alternative to regular loose or bagged tea, Besso can drive fresh footfall to coffee shops, especially during the afternoons when coffee sales fall. By redefining the culture of tea drinking, Besso aims to be the first tea choice for consumers in the coffee shop environment.

19:00 Networking reception with light refreshments (until 20:00)
It’s the new normal. Why marketplace revolution demands marketing evolution

Linda Eatherton, Managing Director and Partner, Ketchum Global Food & Beverage Practice

They’re not a passing trend. They’re the new normal. Today’s ‘new’ consumers are unlike any you’ve met before. And they’re leading a worldwide food movement that’s transforming the marketplace. Understanding them and their motivations is critical to marketing success. The challenge is; no two are the same. Some are propelled by purpose, values and deep seated beliefs to seek out brands that match their aspirations. Others are simply pulled in by brands that offer something different and new. Some embrace innovation. Others fear it. Marketers must appeal to all to achieve scale. Linda’s talk will establish the context of the new consumer and share proprietary research, insights and best practices for transformative marketing strategies.

Shift happened – The seismic change that’s taken place in social norms and the food marketplace

The rise of the Food eVangelist – Global proprietary research reveals the global phenomenon of the new consumer and what makes them tick

The new marketing playbook – What used to work but won’t work now and the essential marketing tactics you need for today

09:35 2020 retail: Your clear line of sight to the future of shopping

Louise McWhirter, Head of Insight, Him!

Over 10,000 shoppers from four continents contribute to Him!’s exhaustive research programmes, giving the world’s food retailers and producers a clear line of sight to the future of retail and food shopping behaviours. Louise will reveal how consumers – influenced by volatile politics, fragile economies, innovative technologies and a fixation with health – are likely to behave in 2020. She’ll give us the low down on what they’ll be looking for from products, the retail environment and the shopping experience itself?

Value over values – As economic and political uncertainties dominate, shoppers will seek reassurance and put themselves first. What does this mean for ethical shopping?

My health, your problem – Shoppers seeking healthier diets will expect you to deliver them. Time to ease off the pedal on sugar, salt and fat, and step up the gas on honest information.

Feel it first – A younger generation values ‘experience’ over ‘ownership’. How will this impact their approach to shopping and how can you attach to their appetite for adventure?

Powered by technology – The 2020 retail environment is being shaped by technology and automation. At a time when anything seems possible, what will shoppers actually want?
10:05 The world within us. The microbiome and how to feed it.
Professor Tim Spector, Author, Professor of Genetic Epidemiology, Director of the British Gut Microbiome Project and founder of Map My Gut

The human body plays host to 100 trillion microbes that carry a vast range of genetic material known as the microbiome. Professor Spector is dedicated to understanding what it does and it’s becoming clear that it controls some of the body’s most vital processes, is intrinsically linked to physical and mental health and is profoundly affected by the food we eat. Introducing us to the world within our bodies Tim challenges us to consider the industry’s responsibility to create foods that nurture the microbiome rather than destroy it.

- Beyond ‘friendly bacteria’ – The impact of the microbiome on all-round human health, from the gut to the brain and everything in between
- The link to obesity – How the industry’s drive towards processed foods has reduced gut bacteria diversity and made the world fat
- State of the nation – Latest research, what it tells us and why the food industry must listen
- A consumer revolution? With early adopters leading the way will consumers call the industry to account?

10:35 Refreshments

11:05 Small snack, big ask. What consumers want from the snacks sector
Gil Horsky, Global Innovation Platform Leader, Mondelēz International

A moment of indulgence, an energy boost, a shared experience or a re-fuel on the move – consumers have increasingly high – and varied – expectations of the snacks that have become such a big part of their lives. They’re making a big ask of a small meal but, unless food manufacturers respond with innovation, they’ll see their market share disappear in bite-size chunks. Gil’s innovation agenda on some of the world’s most iconic chocolate brands, is driven by the consumer trends he’ll share with us today, along with examples of responsive innovation from developed and emerging markets.

- Mission nutrition – From the addition of functional ingredients to catering for health conditions and intolerances, snack companies must meet consumers’ wellness agenda
- Pure pleasure – From chocolate inhalers to lollipop cakes, why clever producers are turning ‘snacks’ into ‘experiences’ that enliven and enrich
- Social snacks – Why consumers don’t want to snack alone and how sharing and personalisation can turn snacking into a social activity
- Instant everywhere – Buy-on-the-go lifestyles demand new retail and vending formats that make snack buying instant, affordable and fun
Feeding the digital natives. How online subscription models can build food brands and satisfy consumers’ appetite for ‘new’, ‘convenient’ and ‘delivered to my door’

Aihui Ong, Founder and CEO, Love With Food

Launched in 2012, Love with Food was one of the first food subscription services to give US consumers the opportunity to sample a range of food products and brands. It’s now America’s 129th fastest growing business, delivering vegetarian, organic and even gluten free snack foods to households across America. This year it went global, with distribution to 26 countries worldwide. Its success is based, not just on selling snack bars to consumers; it also sells insight back to the food companies whose products feature in its boxes. In her presentation Aihui explains how online subscription services like Love With Food can build food brands and complement in-store sales.

• The Love With Food story – From small start up to world domination – and challenges encountered on the way
• Great snacks, smart insight – The analytics platform that brings consumer insights back to featured food companies and brands
• Complement don’t compete – How subscription ‘tasting’ models can increase in-store sales and help brands win shelf space or break into new markets
• Stay ‘fresh’ to grow – The absolute imperative to surprise, delight and enchant your consumer

At the end of this session please take all your belongings with you as we will be preparing the room for roundtable discussions and lunch

12:05 Speed networking

Extend your horizons with a series of four minute meetings with your fellow attendees. Introduce yourself to a new contact every time the whistle sounds and find out if you’ve got mutual interests that would make a subsequent, more in-depth meeting worthwhile.

12:45 Roundtable lunches

Each of our lunch tables will be hosted by an industry expert, who will lead an informal discussion on an industry hot topic. Join the table that suits you best (subject to availability). Look out for the list of topics on page 18.

13:45 Dessert and coffee
14:15  What will be on our plates tomorrow? Why bugs, transparency and social innovation must be firmly on the food industry’s menu

Lotta Törner, CEO, Skane Food Innovation Network

If we want to feed the world tomorrow we have to find sustainable ways to produce more food in less space. The 8th of August 2016 was Earth Overshooting Day – the day humans started to consume more natural resources per year than the earth can renew. Mankind is now quite literally borrowing from its children’s future to sustain today’s lifestyles. To turn back the clock we have to change the way we produce food and transform a fragmented global food industry into a smart, sustainable and integrated system. Lotta will describe what has to be on our industry’s plate for tomorrow.

- The main ingredient – Social innovation that puts people and communities at the centre of the industry
- The essential side – Generating trust through social behaviour, individual and corporate integrity
- A clear menu – Absolute transparency and eradicating information ‘black holes’
- New ingredients – Bugs, rescued fruits and crowdfunded cows
- Healthy cooking – Food and life science in a new relationship

14:45  ‘Less bad’ not ‘good enough’: Leveraging sustainability to build brand and engage customers

Elisabeth Laville, Founder, Utopies

Yesterday’s sustainability strategies were almost exclusively aimed at risk prevention with a defensive ambition to maintain the company’s licence to operate. But being ‘less bad’ isn’t good enough for today’s ethically aware consumers and shouldn’t be good enough for progressive food businesses. Sustainability only makes sense when it’s integrated with a company’s mission, brands, products, services and economic business model. Elisabeth’s presentation will address the positive sustainability approaches of the future – approaches that transform products, define brands, improve society and build profitability.

- Opinion leaders favour ‘choice editing’ – Why sustainable versus non sustainable products isn’t an either/or decision
- Sustainable brands outperform – The hard economic evidence that makes sustainability your best brand strategy
- From ‘less bad’ to ‘the best we can be’ – Overturning the status quo to put sustainability at the heart of your business
- Measuring returns – How to evaluate the ROI of sustainability – and the high cost of indifference
15:15 Straight to the heart of the home. Creating food for the kitchen of the future

Mandy Saven, Head of Food, Beverage & Hospitality, Stylus

The kitchen has always been the heart of the home and the nexus of food preparation. That’s not changing any time soon, but trends such as ‘snackification’, the evolution of connected technology and shifting perceptions of what makes a meal are transforming the way the way consumers cook and interact with kitchen spaces. Smart food business must create products that ‘fit’ the new kitchen because, when it comes down to it, the way people cook defines the way people buy. The latest Stylus Industry Report investigates reveals how the kitchen of tomorrow is setting the agenda for new product development today.

- New food roles and rituals – The kitchen as a multi-purpose space that supports fluid lifestyles and splintered lifestyles
- At home foodies – The reinvigoration of home cooking means cooking from scratch but with shortcuts and tech support
- Conscious consumption – The kitchen as sanctuary for the mindful cook with an eye for sustainability
- Post kitchen lifestyles – From ‘al-desko’ dining to communal living, how snackification is making any space a food space

15:45 Refreshments

16:15 Can virtual reality deliver real world advantage for food brands? The inside track on today’s hottest new marketing trend

James Read, founder and Managing Director, Giant Peach

Virtual reality and 360° video are the shiniest new tools in the marketing toolkit. For food businesses they offer opportunities to engage, educate and entertain consumers and to elevate ‘information’ to ‘experience’. James’ presentation will use early adopter case studies from big food and drink brands – from McDonald’s to Boursin, Patron Tequila and more – to open our eyes to the real world potential of virtual reality. He’ll look at how the technology works, how consumers respond and how food businesses and retailers can integrate it into their onsite and online communications.

- A big deal? How does it work, what does it do and why all the fuss?
- A real opportunity? From demonstrating transparency to creating brand experiences – how food brands are using VR and 360° right now
- Worth the investment? The potential gain, likely cost, predicted ROI and the risk of being left behind
- A long term winner? Are consumers onboard, what will they gain and what’s in it for them?
- Where and how? Online and onsite, on the road and instore – practical impacts for food businesses and retailers
16:45  Spheres of influence: Reaching consumers through the voices they trust

**Erin Boyd Kappelhof**, Managing Partner, Eat Well Global

At a time when consumer trust in ‘the establishment’ has been eroded, it can be hard to discern who your consumers are most likely to turn to for health advice, or to be certain whose opinions, will have the greatest impact on their food choices. It is certainly the case that spheres of influence are expanding, as social networks give both credentialed and non-credentialed individuals louder voices and bigger audiences. Erin draws on best (and worst) practice case studies to illustrate how the rules of game are changing, how they differ from market to market and why today’s influencers are just as keen to speak to you as about you.

- **Look who’s talking** – When a celebrity or blogger has a bigger audience than the most qualified nutritionist, how do you prioritise your influencer choices?
- **Word on the street** – As new research reveals critical differences in the way different nationalities think and talk about health, how can global brands adapt to local difference?
- **No guns for hire** – Why your influencers’ independence is your brand’s greatest asset, and how to ‘win’ favour rather than ‘buy’ it
- **Influence through engagement** – Why today’s influencers want to impact your business as well as your consumers’ lives – and how to hear your customers’ voices through them

17:15  Chairman’s closing remarks

18:45  Please join us in the hotel lobby for a walking bus to the Food Vision dinner

Our dinner venue Church House is a Grade II listed building, located in a tranquil corner of the bustling capital, and just a short walk from the Food Vision venue. Along the way we’ll take in some spectacular sights such as Trafalgar Square, Downing Street, The Cenotaph, Big Ben, The House of Commons and Westminster Abbey before finally entering Church House through the archway of Dean’s Yard.

19:30  Food Vision dinner at Church House

As part of the Westminster Abbey estate, Church House is steeped in history. The original Church House was founded in 1887 and built to commemorate the Golden Jubilee of Queen Victoria. A new Church House was erected in 1937, designed by the renowned architect, Sir Herbert Baker, and the foundation stone was laid by Her Majesty, Queen Mary on 26 June.

The building suffered a direct hit in the early part of WWII but due to its exceptional construction only minimal damage was done. The Prime Minister of the day, Winston Churchill, was so impressed by this that the building was refurbished for use by the two Houses of Parliament for the remainder of the war.
Katharine is a registered nutritionist responsible for national and international salt and sugar reduction campaigns at CASSH, working with consumers and the industry to make better information about food more freely available, and has been closely involved with the development of FoodSwitch. She is a visiting lecturer on nutrition at several UK universities and delivers healthy eating sessions for people living with HIV. She is also Chair of the Campaign for Better Hospital Food and of CASSH’s sister charity, Blood Pressure UK. Katherine has a BSc in biological sciences from the University of Exeter and an MSc in Public Health Nutrition from the University of Southampton.

Yoga breakfast with BASF

Get in shape for Food Vision’s last day with an inspirational session. A balance of good sleep, exercise, stress control and nutrition is the best combination for optimal health. After a good night’s sleep join BASF’s specialist yoga teacher for some stress-relieving stretches followed by an energising breakfast.

No special sports clothes required, just wear something comfortable and loose.

07:20  Yoga

08:00  Breakfast

09:00  Chairman’s re-cap of Day 2 and welcome back

Nathan Gray, Senior Editor, NutraIngredients

09:05  Out of your hands: The app revolution that’s letting consumers know exactly what’s in your products

Katharine Jenner, Consensus Action on Salt, Sugar & Health (CASSH)

While the global debate about food labelling – what it covers, how it works and whether it should be mandatory – rumbles on, a new generation of apps threatens to make the discussion irrelevant by giving consumers accurate, unbiased information about what’s in just about every food product on their supermarket shelves. The first of these, FoodSwitch, was developed by The George Institute and CASSH in collaboration with a wide range of health organisations. It’s being used by UK shoppers – and increasingly by retailers too – to assess the nutritional value of over 100,000 products on sale now in UK stores. FoodSwitch is being rolled out around the world. Katharine explains what the app revolution means for food manufacturers and the options open to them, now that control over nutritional information is firmly out of their hands.

- The apps are coming – The worldwide explosion of nutritional information apps and the complex algorithms that make them effective
- Not just consumers – How FoodSwitch is being used by retailers, health advisors and even your competitors to get the low down on your products
- No place to hide – Why apps make avoiding or lobbying against food-labelling requirements pointless – and what you should do instead
- Dead customers don’t shop – Your vested interest in health-focused product reformulation and how the apps can help
09:35  How to fail at sport, life and the food business: Why genetics matter and how it could change your company

Andrew Steele, Head of Product Development, DNAFit

Andrew learned to fail at sport the hard way when illness and injury destroyed his chances at the 2012 Olympics. He rebuilt his performance with a nutrition and training programme dictated by his genetic make-up. Today, as a leader of DNAFit, he’s helping around 30,000 regular people (and some professional athletes too) to eat, exercise and live well with personalised advice based on a simple DNA test. He’ll explain what the personal health revolution offers consumers and why the food industry needs to sit up and take notice.

- **Why one size doesn’t fit all**  – And consumers are tired of being told that it does
- **The genes that make a difference**  – From lactose intolerance to caffeine – how DNA determines health outcomes
- **Irrefutable proof**  – Real-life transformations in general health and athletic performance
- **A body of evidence**  – How the food industry can use genetic population information to target product development, marketing and dietary advice

10:05  Panel debate: Consumers, technology and food

Chaired by Nathan Gray, Senior Editor, NutraIngredients

Food and nutrition related technology companies and apps are proliferating fast and proving to be a valuable source of information, inspiration and incentive for health conscious consumers. Food businesses, however, are cautious about how far to invest since, while early adopter consumers are jumping on board, it’s yet to be seen whether the merger of food and technology will ignite the mass market. Our panel of technologists will review the recent technology explosion to identify what’s capturing and holding consumer interest most powerfully. Then they’ll go on to discuss what the food industry’s reaction should be – how food businesses should engage with this revolution and how it will impact the products they sell.

Panellists:

- **Jonathan Relph**, Founder and CEO, VITL
  - Jonathan is the Founder and CEO of VITL, a London-based startup launched in early 2015 that aims to revolutionise healthy living and the supplement space. After spending almost a decade in top investment funds including Fidelity and Citadel as an award winning analyst, Jonathan realised he was spending everyday analysing everything except perhaps that which was most important, his own health and nutrition. Frustrated by the prospect of navigating aisles of confusing brown glass bottles at his local health food store, VITL was created as an alternative option. Delivering solutions for a generation increasingly accustomed to Apple design and Uber convenience and focussing on creating products that fit effortlessly with increasingly busy lifestyles.

- **Francois Scheffler**, Vice President, Global Human Nutrition and Pharma Solutions Businesses, BASF
  - Francois is responsible for the Global Segment Management Human Nutrition since May 2014. He has been with BASF since 2003. His latest positions were Vice President – Business Management Dispersions for Architectural Coatings & Construction – Europe (until May 2013), Vice President – Global Marketing for Pharma Ingredients within the Health & Nutrition organization until April 2014, Vice President – Global Segment Management Human Nutrition, May 2014 onwards. Francois holds a degree in Chemistry from F. Schiller University, Jena, Germany, and a degree in Chemical Engineering from ENSCM, Montpellier, France

- **Katharine Jenner**, Consensus Action on Salt, Sugar & Health (CASSH)
  - Katharine is a registered nutritionist responsible for national and international salt and sugar reduction campaigns at CASSH, working with consumers and the industry to make better information about food more freely available, and has been closely involved with the development of FoodSwitch. She is a visiting lecturer on nutrition at several UK universities and delivers healthy eating sessions for people living with HIV. Katharine has a BSc in biological sciences from the University of Exeter and an MSc in Public Health Nutrition from the University of Southampton.

- **Andrew Steele**, Olympic Athlete and Head of Product, DNAFit
  - See details above
10:30 Some see seaweed, we Seamore: The future of seaweed as an everyday food

Willem Sodderland, Founder and Seaweirdo, Seamore

In 2014 Willem ate seaweed on holiday and mistook it for pasta. An idea was born that has become Seamore, a company that’s wild harvesting spaghetti-like seaweed on the coasts of Ireland and Brittany and selling it across Europe, Australia and – soon – Japan. He’s overcoming the western world’s scepticism about sea vegetables by creating products (the latest is a seaweed alternative to bacon) that look, taste and behave like traditional food favourites but are sustainable, nutritious and carry no baggage. Willem will explain why he sees Seamore, not as a niche food start up, but the forerunner in a whole new food category that has the potential to become a sustainable source of protein, carbohydrate, minerals and vitamins.

- **Sea no evil** – 10,000 varieties of seaweed and their potential to feed the world
- **Agri-lo-tech** – Why seaweed is the perfect example of an innovative step that’s easy to take and a counter to the investment world’s obsession with technology
- **From wild harvest to global cultivation** – The scaling challenge that’s next on Seamore’s agenda
- **Creative collaboration** – How Seamore became part of Rabobank’s ‘banking for food’ initiative and what this means for collaboration between big players and start-ups

12:00 It’s just another food, right? Why the West will start eating insects

Bastien Rabastens, Presid-ant and co-founder, Jimini’s

In 2012 Bastien ate insects for the first time. Within a year he and his business partner founded Jimini’s, one of the first insect-based businesses in France. The company brought its first products in 2013 and has experienced 300% growth year-on-year ever since. Today its range of snacks, energy bars and recipe packs is sold across France, the UK, Benelux and Switzerland, marking significant progress towards Jimini’s pan-European ambitions. Drawing on the Jimini’s experience, Bastien will consider insect appeal, consumer curiosity and the food industry’s insect-based opportunities for innovation.

- **Getting people to eat insects** – Create curiosity, deliver education, reward with great taste, the secrets of Jimini’s marketing success
- **The insect history of the world** – Where taboos come from and why the West needs to reconnect to its insect eating past
- **Consumer motivation** – From an appetite for high-protein nutrition to concern for sustainable agriculture, why consumers will try insects and how to appeal to them
- **Our insect future** – Insights from Jimini’s own R&D lab, what’s next for insect-derived foods
12:30 Joint Q&A and discussion: The same (but better). Nutritional advantage and the art of re-invention
Chaired by Niamh Micail, Journalist, FoodNavigator

Consumers have strong relationships with foods they love. But the best beloved are not always the most nutritious or healthy. With the pressure on to improve global health, food businesses are keen to re-invent firm favourites; to up their nutritional value. Change though can be risky. Get it wrong and revenue streams will dry up as customers switch off. Our panellists discuss how to make change and take consumers with you by proving health benefits, demonstrating sustainability and tapping into trends.
Drawing on experience, they’ll debate what works best and who’s getting it right.

- Willem Sodderland, Founder and Seaweirdo, Seamore
- Bastien Rabastens, Presid-ant and co-founder, Jimini’s
- Linda Eatherton, Managing Director and Partner, Ketchum Global Food & Beverage Practice

13:00 Chairman’s closing remarks

13:10 Networking lunch

14:30 Departures
At BASF, we create chemistry – and have been doing so for 150 years. Our portfolio ranges from chemicals, plastics, performance products and crop protection products to oil and gas. As the world’s leading chemical company, we combine economic success with environmental protection and social responsibility. BASF Nutrition & Health provides a comprehensive product and service portfolio for the human and animal nutrition, pharmaceutical and flavour & fragrance industries. With innovative solutions and modern technologies we help our customers to improve their business efficiency and the sustainability of their products. Our human nutrition solutions include vitamins and carotenoids, plant sterols, emulsifiers and omega-3 fatty acids.

www.newtrition.basf.com

Through its Nutrition & Health business, DuPont addresses the world’s challenges in food by offering a wide range of sustainable, bio-based ingredients and solutions to provide safer, healthier and more nutritious food. Through close collaboration with customers, DuPont combines knowledge and experience with a passion for innovation to deliver unparalleled customer value to the marketplace. The global network of food scientists and technologists in DuPont brings world-class expertise to soy proteins, emulsifiers, enzymes, hydrocolloids, cultures, antioxidants, antimicrobials, microbial detection and an array of health-promoting ingredients to what we call ‘the Global Collaboratory™’ — a place where solutions that make a real difference are discovered and brought to life.

Our probiotic cultures are scientifically proven to help keep the digestive system running smoothly and to support the body’s immune system. They give you the opportunity to add documented health benefits to your dairy products, beverages, confectionery and frozen desserts.

www.food.dupont.com
BENEO offers functional ingredients derived from chicory roots, beet sugar, rice and wheat. BENEO is the ideal partner to help improve a product in its nutritional and technological characteristics. Key nutritional benefits include less fat, less sugar, less calories, added fibre, gluten-free and dairy alternatives as well as energy management, digestive, bone and dental health. Key technological benefits focus on taste and texture improvements. Through a unique chain of expertise, including the BENEO-Institute that provides decisive insights into nutrition science and legislation, and the BENEO-Technology Centre that consults in application technology, BENEO actively supports customers in the development of more balanced and healthy food products. BENEO is a division of the Südzucker Group, employs almost 900 people and has production units in Belgium, Chile, Germany and Italy. www.beneo.com

Cargill helps food & beverage manufacturers drive growth through new product innovation, increasing supply chain efficiency, optimising product formulation and managing commodity price risk. Together with farmers, customers, governments and communities, we help people thrive by applying our insights and 150 years of experience. We are committed to feeding the world in a responsible way, reducing environmental impact and improving the communities where we live and work. www.cargillfoods.com

COSUCRA develops and produces natural food ingredients sourced from locally grown chicory and peas. Pioneer in high added value nutritional ingredients from chicory and peas, Cosucra has been active for more than 20 years in research and development of natural food ingredients derived from chicory and peas. Our products, Fibruline® (inulin extracted from chicory roots), Pisane® (a pea protein isolate) and Sweelite® (pea fibre) are used by over 400 manufacturers and are included in over 1500 food products worldwide. For all these ingredients we are not just a supplier. We partner with our customers, providing market expertise, extensive clinical research, and experience in regulatory affairs to help them improve existing products and develop new ones. www.cosucra.com

Jennewein Biotechnologie GmbH is a leading company specialising in the production of rare functional monosaccharides and oligosaccharides for nutritional, pharmaceutical, cosmetic and medical applications. We produce rare monosaccharides such as L-Fucose and Sialic Acid. We also manufacture an extensive portfolio of HMO’s, such as 2′-Fucosyllactose, 3′-Fucosyllactose, Lacto-N-tetraose, Lacto-N-neotetraose and acidic HMOs like 3′-Sialyllactose and 6′-Sialyllactose. Jennewein’s human milk oligosaccharides are produced using the latest fermentation technology. The manufacturing process is based on detailed extensive research, and the product is marketed under the brand-name Mum’s Sweet Secret. www.jennewein-biotech.de

Cymru Wales

A family-owned Group serving customers globally, Roquette is a leader in specialty food ingredients and pharmaceutical excipients. The products and solutions developed by the Group deliver proven technological, nutritional and health benefits precisely tailored to the pharma, nutrition, food and selected industry markets. Roquette’s offer is produced from plant-based raw materials such as corn, wheat, potatoes and peas. Since its foundation over 80 years ago, the Group’s growth has been based on innovation, a passion for the job and a commitment to achieve. Roquette operates in over 100 countries, has a turnover of around 3.3 billion euros and currently employs more than 8,000 people worldwide.

Wales, the place to take your product from concept to consumer. Major international brands including AB Inbev, Kellogg, Cadbury, Lactalis/Nestlé, Spadel, Unilever, Pinnacles, 2 Sisters, Calbee, Arla Foods have invested in Wales alongside many home-grown successes. With an ambition to grow the industry by 30% in 2020, the Welsh Government are committed to supporting the industry by taking advantage of the natural and human resources that we have combined with unrivaled business, technical and financial support. Whether you’re looking to expand globally, or on a European or UK level; looking for R&D or co-packing partners or seeking business financial support, please come and speak to us. Just Ask Wales.

www.justask.wales.com
Roundtables

On 2 March at 13:00 you're invited to join our roundtable lunch discussions.

Each of our lunch tables will be hosted by an expert who will lead an informal discussion on an industry hot topic. Make your selection and join the table of your choice. But, be quick – once a table is full, it’s full! Having secured your place, sit back and enjoy the conversation while our staff wait upon you. After lunch enjoy dessert and coffee in the networking area.

Full descriptions for each roundtable can be found in your delegate pack or online at www.foodvisionevent.com/roundtables

Table 1
Personalised nutrition – Is the future now?
Host: Simon Strauch, Director Global Marketing, Human Nutrition, BASF

Table 2
How to feed the individual microbiome. Findings from the British Gut Project.
Hosts: Prof Tim Spector, Professor of Epidemiology, King’s College London and Director of the British Gut Project & Dr Oliver Hasselwander, Technology and Innovation Portfolio and Project Manager, DuPont Nutrition & Health

Table 3
Artificial intelligence and DNA analysis. Could new technologies unlock food’s hidden secrets?
Host: Neil Foster, Head of Partnerships, Nuritas

Table 4
Influencing the influencers. Creating relationships that will be a bridge to your consumers.
Host: Erin Boyd Kappelhof, Managing Partner, Eat Well Global

Table 5
Overshooting the earth. Food sustainability and how not to steal our children’s future.
Host: Lotta Törner, CEO, Skane Food Innovation Network

Table 6
Small meal – big trend. The snack-time roundtable.
Host: Gil Horsky, Global Innovation Platform Leader, Mondelēz International

Table 7
The future of product development. Can you cut your innovation timeline in half?
Host: Luisa Robertson, Director of Future Focus, MMR Research Worldwide

Table 8
Making the transition. Can big companies harness start-up innovation?
Host: Niamh Michail, Journalist, FoodNavigator

Table 9
Still full of flavour. Investigating salt and sugar reduction strategies.
Host: Katharine Jenner, Consensus Action on Salt, Sugar & Health (CASSH)
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Our editorial platforms collaborate with us in the development of our programme and provide unequalled insights into the issues confronting the global food and nutrition industry.

With more than 250,000 unique visitors per month, FoodNavigator delivers breaking news on topics that are shaping the global food industry – whether it’s the latest discoveries in natural colours, legislation that requires new ways of working, or next year’s hot new trends. Our journalists on three continents strive to place every piece of news into a broader context, but they don’t just deliver written content – video and audio podcasts give access to the views of industry experts from the reader’s own screen.

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With more than 273,000 independently audited unique visitors every month, NutraIngredients is the indispensable as-it-happens news sources for the functional foods and supplements industries. Using dynamic audio, visual and text formats, NutraIngredients journalists offer the expertise required to unlock, process and effectively communicate the scientific, regulatory and industry issues that matter to your organisation. Whether it is a despatch from the frontier of probiotic science, the latest health claim developments or in-depth new ingredients appraisals, NutraIngredients brings you the news first.

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