

The Plant-Based Trends & Innovations Conference  
8<sup>th</sup> February 2023  
Hilton London Canary Wharf, South Quay, Marsh Wall, London, E14 9SH



# Welcome To The Plant-Based Trends & Innovations 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

08:30 – 09:10

### GIC Welcome

09:10 – 09:20

### Morning Chair's Opening Remarks

09:20 – 09:30

Julie Waddell, Founder, **Moorish**

### Customer Trends, Expectations & Behaviours

09:30 – 10:00

#### **Drive Strong Category Growth & Product Development By Capitalising On Brand New Consumer Trends, Insights & Buying Habits For Inspired & Innovative Plant-Based, Vegan & Natural Products**

- From purchase drivers to plant-based, vegan and natural SKU performance... plant yourself in your consumers' minds to truly understand their behaviours, the driving force behind trends, and how, where, and when people are consuming plant-based and vegan for next-level product development
- Your critical questions, answered! What really drives consumer preferences and re-purchases today? Is it ethics, environment, health, or sustainability – maximise data insights and translate findings into actionable and insight-driven plant-based strategies
- What is the future for plant-based, vegan and natural innovation? Predict the demographic and cultural shifts and trends to best position yourself within an increasingly overcrowded and competitive market
- Successfully translate consumer insights, expectations and demands into plant-based innovations which will disrupt the market

Elena Devis, Head of Vegan Category, **Deliveroo**

Scott King, Brand Manager for Plant Based, Health, Organic & Free From, **Waitrose & Partners**

Camille Denis, Insights Director International, **The Kraft Heinz Company**

Nicola Weldon, Europe Strategy Director, **Kerry**

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

Jeff Rosevear, Head of R&D, **The Uncovey**

Andrew Eastwood, Commercial Director, **Pilgrim's Food Masters**

### **Sustainability – Delegate Discussion**

10:00 – 10:30

#### **Please Refer To The Delegate Discussion Worksheets To Find The Discussion Objectives & Discussion Points**

*We would encourage you all to enter into the spirit of the day and to share ideas with fellow delegates. We understand there might be commercial sensitivities behind discussing strategies, however, there is a lot to be gained from sharing theories, mindsets and abstract situations – the person sat next to you might just have that fresh outlook which unlocks new potential!*

### **Rethinking Plant-Based**

10:30 – 10:45

A prosperous future for plant-based meat alternatives is not assured. New consumer research and behavioural science suggest that new innovation streams are required. This presentation confronts recent sales decline and seeks to stimulate fresh ideas.

Andrew Wardlaw, Chief Ideas Officer, **MMR Research Worldwide**

### **Morning Refreshment Break With Informal Networking**

10:45 – 11:15

### **Taste & Flavour – Double Perspective**

#### **Excite & Delight Consumers By Elevating The Strength Of Your Product Taste & Flavours & Enhancing Experiences For Guaranteed Market Success**

- As the biggest driver of re-purchase today, ensure you hit the mark by capitalising on consumers' flavour expectations every time so that your products are best-placed to win in the ever-crowded market
- The perfect plant-based recipe! Translate the hottest, on-trend plant-based, vegan and natural materials and ingredient innovations to bring new and exciting flavours and textures to the table which skyrocket sales
- Don't compromise on taste! Ensure flavour remains the focus whilst simultaneously answering consumers growing need for nutritional value, transparency, and sustainability
- Flavour forecasting: what are the upcoming trends in terms of flavour and texture which you should be looking into today?

#### **Perspective 1**

11:15 Antonella Pisciotta, Senior Flavourist III, **Kerry**

#### **Perspective 2**

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11:35 Christian Binney, Food Development Director, **Burger King**

### What Can Millions Of Online Conversations Tell Us About The Future Of Plant-Based Meals?

11:55 – 12:10

In this session we will:

- Map the plant-based conversation and future growth opportunities in the Meals category
- Identify the key emerging trends for 2023+ that brands need to tap into to win
- Learn how companies like PepsiCo, P&G and Kraft Heinz use AI-driven consumer intelligence to fuel smarter, more efficient new product innovation programs

Ben Stern, Insights Director, **Black Swan Data**

### NPD Within Plant-Based, Vegan & Natural

12:10 – 12:50

#### **Power Plant Progress & Stay Ahead Of The Market By Monetising Brand New, Innovative & Competitive Plant-Based, Vegan & Natural NPD**

- Disrupt and dominate in the plant-based NPD landscape! Showcase NPD success and make your mark with on-trend and in-demand products consumers really want and need today
- As we continue to experiment and move away from traditional sources of protein, how can you exploit untapped alternatives to keep pace with ever-growing customer demands?
- Stay competitive from concept to launch! From market analysis and data collection to product development, uncover brand new opportunities to innovate plant-style for unapologetic success
- From the increase in cost of living and inflation to global supply chain issues, how can brands continue to produce and deliver plant-powered products at a reasonable price?

James Kingham, Technical Innovation Manager – Food Innovation, **Waitrose & Partners**

Inga Gallagher, Group Head of Technical, **Holland & Barrett**

Sarah Bull, Head of Development, **Bakkavor**

Jacqueline Ellis-Jones, Marketing Director, **Pip & Nut**

Adam Wilcock, R&D Director EMEA, **Papa John's International**

Susie Crabbe, Product Sustainability Lead, **BOL Foods**

Matt Done, General Manager – UK, **Eatplanted**

### Lunch For Delegates, Speakers & Partners

12:50 – 14:00

### Informal Breakout Discussions

13:20

- A) Price Increases & Cost – *Facilitated by*  
Rees Thomas, Head of Procurement, **graze.com**
- B) Meat & Dairy Alternatives – *Unfacilitated*
- C) Plant Proteins – *Unfacilitated*

### Afternoon Chair's Opening Remarks

14:00 – 14:10

Julie Waddell, Founder, **Moorish**

### Game-Changing Ingredients

14:10 – 14:30

#### **Disrupt The Market & Reignite Consumer Satisfaction By Refreshing Your Plant-Based Offerings With Brand New & Innovative Ingredients**

- What does the future of plant-based, vegan and natural ingredients look like? Keep pace with new trends, insights, and innovations to explore what is coming to disrupt the market next
- With the recent changes and challenges to global supply chains, ensure ingredients, quality, and availability remain the same, whilst also ensuring a positive impact on the planet for your plant-based product development
- Are you overprocessing? How can you best maintain and harness natural and fresh ingredients that are both sustainable and delicious?
- Consider greener alternatives in ingredient sourcing to optimise innovation for boosted customer interactivity and retention

Elsie Rutterford, Co-Founder, **BYBI Beauty**

Dominika Minarovic, Co-Founder, **BYBI Beauty**

### Case Study: Abel & Cole

14:30 – 14:50

Hugo Lynch, Sustainability Project Manager, **Abel & Cole**

### **Packaging Innovations – Delegate Discussion**

14:50 – 15:10

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### **Afternoon Refreshment Break With Informal Networking**

15:10 – 15:40

### **Mondelēz International Case Study**

15:40 – 16:00

With the rapidly evolving consumer and technology landscape, learn from Mondelez as they launch their Cadbury Plant Bar. Facing the challenge and consumer opportunity sees Mondelez reverse engineer the iconic Cadbury chocolate bar, walking the tight rope on consumer expectation, brand equity and technical choices. Tackling it from an ingredient functionality, how do you best replicate this product in the world of plant based with the consumer at front of mind.

Lawrence Harris, Associate Principal Scientist – Chocolate Technology Development – Wellbeing, **Mondelēz International**

### **Clean Label**

16:00 – 16:20

#### **As Consumer Awareness, Attitudes & Education Grows Around What People Are Putting In & On Their Bodies, Determine The Importance & Real Value Of Prioritising Clean Label To Guarantee Consumer Trust & Brand Loyalty**

- With consumers paying closer attention to the ingredient list, how can you capitalise on consumer preferences to satisfy demands and skyrocket sales
- Clean, green, natural, vegan, plant-based... as terminology increases along with consumer preferences and demands, what do these terms really mean, and how can you ensure you are clearly communicating them to your target consumers?

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- Assess the importance of including the right claim to guarantee maximum transparency in your ingredient lists, without the risk of greenwashing accusations

Colin Campbell, Product Development Controller, **Ecotone Bio**

**Afternoon Chair's Closing Remarks & Official Close Of Conference**

16:20 – 16:30

Julie Waddell, Founder, **Moorish**

***Many Thanks For Joining Us***