

FOOD VISION

31 MARCH-2 APRIL 2014 CANNES • FRANCE

CONNECTING LEADERS IN FOOD & DRINK DEVELOPMENT



Your industry is alive with innovation, ideas and groundbreaking science. Food Vision brings you close to its beating heart.

Leaders in R&D, marketing and business strategy that are passionate about innovation and growth come together at Food Vision. Join us as we discover and debate the sources of sustainable growth and profitability in today's global food and drink markets.

If you're a leader involved in developing food and drink products and bringing them to market, Food Vision will inspire you to future success.

In association with



Gold partners



Silver partner





"90% of attendees say Food Vision adds value to their business. 81% describe it as unique."

Christina Wood,
Vision Events Director

"...thought provoking and challenging..."

Philip Parsons,
Senior Director Global R&D, Coca-Cola

"...mind blowing..."

Bernd Postma,
Managing Director, Delicia BV

A community of equals

At Food Vision you'll be part of an international community of senior business leaders. More than 130 decision makers from 30 countries joined us in 2013; they told us that attendance added value to their business, enriched their networks and extended their knowledge. It can do the same for you.

Our comprehensive programme of presentations, discussions and debates is designed to challenge your thinking and engage your mind. Our presenters and speakers are drawn from top performing businesses and organisations across the world; innovators, market-makers and strategists par excellence.

They'll investigate the big issues that our industry is wrestling with today and how they can be turned into opportunities for profitable growth:

- **New approaches to innovation that will transform categories and unlock revenue potential**
- **Alternative protein sources and the challenges of food chain sustainability**
- **Consumer trust – how it's created, protected and translated into sales**
- **Influencing buying decisions – multi-sensory product design and holistic approaches to marketing**

Your community

If you're a leader of Research & Development (R&D), Marketing or Business Strategy within a food and drink development business, Food Vision is your community. Join us.

"... a unique experience I would definitely recommend..."

Jordi Seseras Espinet, R&D Director,
Orangina Schweppes Group

"...a great opportunity to network and discuss ideas..."

Marko Schreiber, Global Applied Science Manager,
Mars GmbH Verden

Programme

Food Vision will challenge your thinking and engage you in the debate.

Informative, Interactive, Inspiring

LOOK TO THE FUTURE:	Futurologist and Food Vision Chairman opens the programme with a challenge: how will our industry find sustainable ways to feed a growing world population?
PRACTITIONER INSIGHTS:	Vital lessons from high-performers in the frontline of food development and marketing.
INTERACTIVE DISCUSSIONS:	Expert practitioners give their views on key topics – and invite you to challenge them.
PANEL DEBATES:	Informed discussions and your opportunity to ask questions.
EXPERT OBSERVATIONS:	Subject matter experts including brand specialists, scientists and strategists address the issues you face.
BUSINESS NETWORKING:	Lunch time roundtables, speed networking, evening engagements and a constantly available business suite provide ample opportunity for commercially advantageous networking. And some relaxation, too.



Day 1: Monday 31 March

Arrive in Cannes at your convenience. We'll be there to meet you at Nice Airport and bring you to our venue, the exclusive 5 star Grand Hyatt Hôtel Martinez.

18:00

The Innovation Reception

The drive for innovation is a primary Food Vision theme. To open our 2014 event we've invited one of the world's most inventive chocolatiers to encourage delicious thoughts.

Our Speaker

Dominique Persoone trained as a chef in Paris before returning to his first love, chocolate. Twenty one years ago he opened his now world famous shop in Bruges, *The Chocolate Line*. A self-styled 'shock-o-latier' he has transformed the world of chocolate with unique flavours that combine his knowledge as a chef with his passion for cocoa. Today, in addition to running two shops in Bruges and Antwerp, he works with the world's most creative chefs, including Heston Blumenthal of the Fat Duck and René Redzepi of Noma in Copenhagen to share innovation and push the boundaries of chocolate invention. Visits to Mexico inspired him to write 'Cacao: The roots of chocolate', which was named *Chocolate Book of the Year* at the *Gourmand World Cookbook* awards in Paris.

Chocolate: A whole new world

Dominique Persoone, chocolate innovator, supplier of chocolates to Belgium's Michelin star restaurants and founder of *The Chocolate Line*

Dominique Persoone, heralded as the most persistent innovator in the world of chocolate, will introduce you to chocolate like you've never tasted before; chocolate you can eat, drink, wear and even inhale. In doing so he'll challenge us all to think about the sources of innovation – the stimuli that drive us to take a traditional product and create something deliciously, temptingly, even shockingly new. It'll be a very hands-on (and lips-on) experience. You'll get to sample his exquisite chocolates, including Chocolate Lipstick, and see the world famous Chocolate Shooter he created especially for The Rolling Stones. And he'll tell you all about his latest trip to Mexico in search of new ingredients and the new creations it has given rise to.

20:00

Drinks and buffet dinner

– perfect preparation for the days ahead.

Day 2: Tuesday 1 April

09:00 – 13:15

LOOK TO THE FUTURE:

Our Chairman

James Bellini returns to chair Food Vision for the second year running. This world leading futurologist has a keen understanding of the social and economic mega-trends that will impact businesses and lifestyles to 2020 and beyond. He was the first British member of the US-headquartered 'think tank', the Hudson Institute before spending over 20 years as a TV broadcaster. He has a Master's in law and history from Cambridge, a PhD from the London School of Economics and is a Fellow of the World Innovation Forum.



EXPERT OBSERVATION:

Michelle Greenwald is a former Senior Vice President of New Business Development at Disney and a Vice President and General Manager of new products at Pepsi-Cola. Currently she teaches at Columbia, NYU Stern, IESE Graduate Schools of Business and guest lectures at several international graduate business schools. She is CEO of Inventours™ – Inspiration for Innovation, a series of programmes providing insider access to innovation thought leaders worldwide. Her new book, 'Many Ways to Innovate' draws inspiration from a world tour in search of innovation excellence.



Feed the world: The need for a sustainable food future

Dr James Bellini, futurologist, broadcaster and author

Today's food industry finds itself on the horns of a dilemma. First, it must discover new ways to feed the world's burgeoning population, whose demand for food is expected to grow by 70% by 2050. Second, it has to do so in a way that is sustainable, responsible and eliminates waste. The food we eat, the way it is produced, processed, packaged and distributed, all has to change in order to maximise food options and protect resources.

James looks at the alternatives on offer for a better way to eat:

- From lab to plate – where is the commercial appetite for man-made foods?
- Since only 150 of the world's 80,000 edible plants are cultivated, what rich food sources are being ignored and how can new farming methods make them viable?
- Up to 50% of global food production never reaches a plate – how governments, industry and consumers must act differently to cut our losses.
- Harvest home – 25% of world harvests are lost to rodents, insects and disease – is it the food industry's responsibility to help and how?
- The energy dilemma – food and energy are our most pressured resources – how do we prevent the production of the first depleting our reserves of the second?

Unlocking innovation: Ideas, approaches and evidence of success

Imagination and a pile of junk: Sources of successful innovation

Michelle Greenwald, Associate Professor in the Stern School of Business, New York, and CEO of Inventours

Michelle shares Thomas Edison's view that successful innovation starts with imagination and a 'pile of junk'. By which she means that inspiration can come from many and often unexpected sources. Her presentation will outline a methodology that allows vast inspiration to be drawn, not just from multiple industries, but from the worlds of art and science too, and then distilled down into innovations with the power to change your market and boost your business.

Michelle will seek to inspire us with:

- An innovation world tour – insights from a worldwide search for the most innovative ideas and products
- A search beyond borders – looking for breakthrough ideas outside of the food industry
- The many roads to travel – exploiting every innovation opportunity from product to packaging, shape, size and colour
- The end in sight – focusing innovative thinking on the achievement of business growth

PRACTITIONER INSIGHT:

Mats Lönne is a food entrepreneur and brand consultant who, with a group of food industry enthusiasts, created OTTO Baby Food in 2013 with a vision to change baby food forever. He is a former Brand Manager with Skanemejerier, ProViva and Barilla/Wasabröd and has worked with several advertising agencies on a range of food accounts.



Fresh, organic and delivered to your door: How OTTO is transforming baby food – and working directly with consumers to do so

Mats Lönne, founder & CEO, OTTO Baby Food

Founded in early 2013, OTTO Baby Food is challenging a status quo that has been in place over sixty years, replacing highly processed baby foods with fresh, organic alternatives. To do so it has created a unified supply chain from farm to plate (or to baby's bottle in this case). The company's first product, a milk and oat concoction called Välling, contains ingredients sourced from 16 farms close to the company's base in Stockholm, from there OTTO takes full responsibility for every step in the chain, through manufacture to final delivery to parents in their homes.

Business is growing fast and options to expand to other urban centres across Sweden are already being developed, while new products – smoothies and 'ready meals' – are firmly in the pipeline. The Otto brand is winning favour through direct consumer contact and complete transparency, from delivery back to source.

Sharing the OTTO experience, Mats will discuss:

- Innovation without limits – innovative products and a revolutionary distribution model – and the challenges OTTO encountered along the way
- Open innovation and the consumer – how OTTO involves a community of parents and children in the process of product development
- Building a brand through community – why OTTO has spurned traditional advertising in favour of social media and close customer contact
- The potential for single-brand home delivery – the next big step in food retailing?
- A new way of branding – direct contact and transparency all the way from delivery back to the source...

EXPERT OBSERVATION:

Peter Wennström is a world leading expert in food and health innovation and marketing. He is founder and President of the London-based consultancy, The Healthy Marketing Team, author of 'Four Factors for Success: How to innovate healthy brands' and co-author of 'The Food & Health Marketing Handbook: How to commercialise innovation in food and health'. He has worked for over 25 years with clients in foods, pharma and dietary supplements.



The innovation challenge: Playing the game or changing the game?

Peter Wennström, founder and President of The Healthy Marketing Team and author of 'Four Factors for Success – How to innovate healthy brands'

Last year Peter challenged Food Vision audience members to consider how their organisational culture might be stifling their ambitions for innovation. Since then he's worked with members of that audience and companies around the world to identify the cultural factors that dictate innovation strategies. There are two types of company, he says; 'game players', who use innovation to be the best they can be in their market, and 'game changers', who use it to change the way the market works to their advantage.

He'll help you find out which type you are...

- Innovation by increments or giant leaps forward – which is your preferred route to success?
- Auditing your innovation culture – and learning how to work within it
- From collaboration to integration – how to bring new innovation potential to your organisation
- Tried and proven – examples of disruptive and progressive innovation from the world's best

PANEL DEBATE

Chair **Dr Stephen Daniells**, *Senior Editor, FoodNavigator USA/NutraIngredients USA and Editorial Consultant to Vision Events*

Panellist **Kevin Brennan**, *CEO, Quorn Foods*

Additional panellists to be confirmed

The Big Debate

Your opportunity to make your voice heard on some of the key topics of the Food Vision agenda.

- **Tomorrow's food today:** What's next for ingredients, new product development and open innovation?
- **Talking and listening:** How to engage with consumers in an era of information overload?
- **Niche to mainstream:** What micro trends are pushing into the mainstream, and what changes will they bring for formulation and marketing?

Engage with our experts on these issues and more.

BUSINESS NETWORKING

Speed networking

Extend your horizons with a series of four minute meetings with your fellow delegates. Introduce yourself to a new contact every time the bell rings and find out if you've got mutual interests that would make a subsequent, more in-depth meeting worthwhile. Speed networking has been introduced to our programme at the request of our 2013 delegates.

13:00 – 14:30 Lunch with roundtable discussions

Discuss the issues that matter most to you.

Each table will be hosted by one of our speakers, our partners or an industry expert who will host discussions on a series of topics to be announced on the day. Join the table that suits you best (subject to availability).

Customer engagement

Creating ICE in a Melting Company: How a 26-year-old business went from near failure to international sensation in just three years

Kevin Klock, *CEO, TalkingRain®, parent company of Sparkling ICE®*

In 2010 TalkingRain was a small, unprofitable beverage company facing a bleak future. Fast forward to 2013 and it is America's fastest growing consumer packaged goods business*, with an upward trajectory that shows no signs of slowing. This phenomenal turnaround started with the decision to focus on the transformation of its 21 year-old Sparkling ICE brand. Its success has driven TalkingRain's retail sales from \$10 million in 2010 to around \$350 million in 2013. Its target to become a billion dollar brand by 2018 is clearly in sight.

In this session, Kevin will outline the customer engagement secrets that transformed both the brand and the business:

- Connecting with community – we found the heart of engagement right outside our door
- Identifying opportunities – recognising our strengths and focusing on the customer experience
- Projecting an authentic/organic voice – the bottle is our 'hero' and it's what's inside that sells
- Focusing on the vision – knowing where we were going and why
- Expanding availability – building a strategy to conquer market share

*with retail sales between \$100 million and \$1 billion, Boston Consulting Group

PRACTITIONER INSIGHT:

Kevin Klock has focused his 22 years of experience in the food and beverage industry to turn TalkingRain into an international success. His unique approach to business management marries his operational and science background with a passion for building strong teams that collaborate to build success. He joined TalkingRain in 2006, became Senior Vice President and General Manager in 2010 and President in 2011.



EXPERT OBSERVATION:

Jenny Westerkamp is a Generation Y nutritionist and dietician with a passion for social media and a unique insight into its power to transform relationships between food companies and their customers. Today she manages social media strategies for Chicago-based CJK foods and is President of the Chicago Food and Nutrition Network.



You are what you tweet: How social media affects the consumer's food experience

Jenny Westerkamp, RD, Nutritionist and Author of 'You Are What You Retweet: 140 Social Media Rules to Eat By'

Generation Y is the biggest demographic group since the Baby Boomers. They are techno savvy, constantly connected and immune to most traditional marketing and sales pitches – they've seen it all before and been exposed to it since childhood. They typically spend over 3 hours a day online and rely on social media to find information, make connections and formulate opinions. Jenny, nutritionist and herself a member of Generation Y, will outline successful strategies for connecting with this powerful demographic group via social media.

Jenny will outline:

- What Generation Y expects – how they engage with food brands in social networks
- What the best food brands are doing to create consumer conversations and drive social engagement
- Why 'brands' need to become 'personalities' able to interact, share and forge relationships in social spaces
- When to talk and when to listen – what you can say and what you can learn on social media's 'two-way street'

PRACTITIONER INSIGHT:

Phil Hood has spearheaded the development of Unilever's care line in the UK over the last ten years and is responsible for managing a largely outsourced consumer care operation that serves Unilever's European business. He is also leading the development of Unilever's social media consumer care strategy in Europe. He is a former Chairman of the Inter Company Consumer Affairs Association (ICCA).



Getting close to consumers: Why Unilever believes great consumer insights come from its care lines

Phil Hood, Consumer Engagement Centre Lead – Europe, Unilever

Most food businesses see their consumer care line as the first line of defence against complaints. Not so Unilever, who recognised early its care line's potential to foster direct, two-way exchange between its food brands and consumers. Unilever's care line not only outpaces those of its competitors, it also provides vital customer intelligence that guides strategy for Unilever food brands. Today, the company is drawing upon best practice established in its European operation to create a global focus on gathering, interpreting and acting upon that intelligence to create a truly customer driven business.

Phil's presentation will focus upon:

- Unilever's use of multi-channel care lines to fuel a global focus on customer insight
- Customer insight as a driver of Unilever's marketing, product development and ethical strategies
- The use of social media to foster two way communication with consumers
- The application of best practice customer care across Unilever's global business.

EXPERT OBSERVATION:

Mike Greene began his career in retailing delivering newspapers and went on to hold senior marketing, operational and development roles in major UK food retail businesses. Fourteen years ago he and business partner, Tom Fender, acquired Him!, a leading wholesale, retail and shopper consultancy that now operates worldwide. This combined experience means he is uniquely placed to understand both big picture shopper trends and the day-to-day minutiae of life on the retail front line. Today he is a Director/Chairman of 9 companies, an established angel investor, business mentor and philanthropist.



Industry collaboration

Connecting with customers: Retailers and manufacturers in pursuit of a common goal

Mike Greene, former CEO and joint owner of leading food related consumer research business, Him!, business mentor, Channel 4 Secret Millionaire and author of 'Failure Breeds Success'

Retailers and manufacturers work towards a common goal – to get consumers in store and spending. So why do they so often seem to work at cross purposes? There's only one way for manufacturers to win the support of their retail partners says Mike; by helping them understand, engage with and sell to their customers. It's no longer enough to promise big brand advertising and above the line market spend. Brands need to breed communities of interest among consumers that will drive them in store to buy; then share insights from those communities with their retail partners.

Mike will outline:

- Up to the minute global shopper trends – based on latest Him! research from the UK and around the world
- The changing communication paradigm – why mass marketing is giving way to community engagement
- The need to share intelligence – interpreting retail customer behaviour to ignite their passion for brands
- The role of social engagement – connecting with communities through shared charitable endeavours

PRACTITIONER INSIGHT:

Len Van Popering joined Arby's in 2007 and became Senior Vice President of Product Development & Innovation in February 2012. During his tenure he has tripled the new product pipeline, created a new product marketing organisation, established an industry leading open innovation model and enabled the brand to move from a quarterly to two-year promotional calendar planning horizon. He has spent over twenty years leading product, service and business model reinvention initiatives across multiple industries.



Fast food and even faster innovation: Collaboration and mutual success in the food service sector

Len Van Popering, Senior Vice President of Product Development & Innovation, Arby's

Under Len's leadership Arby's has set the pace for consumer focused innovation in America's fast food market and, as of today, the company has enjoyed 12 consecutive quarters of positive sales growth. Len will explain how collaborative partnerships and open innovation projects with a small number of far-sighted food manufacturing businesses is helping Arby's to develop new products and out-innovate the competition. He'll share his thoughts about how those relationships work, the mutual benefit they deliver and how suppliers participate and gain.

Len's presentation will outline:

- The innovation culture and processes that have made Arby's a front runner
- Examples of successful open innovation partnerships and the returns for both parties
- The qualities of partnership – and why collaboration beats salesmanship every time
- How to foster energetic entrepreneurship in big company environments – insights from a world of innovators

19:00

Champagne Reception and dinner at Le Bistro des Anges

By popular demand we will be returning to the luxurious but informal setting of this historic 18th century house. Enjoy Champagne on the terrace and Michelin Star dining at Le Bistro des Anges, home of one of the most admired chefs in France, Bruno Oger, whose spectacular dinners for the Cannes Film Festival are legendary.

Day 3: Wednesday 2 April

09:00 – 13:00

A Crisis of Confidence

EXPERT OBSERVATION:

David Croft is Director of Quality and Technical at Waitrose. David previously worked for Kraft Foods, Cadbury and the Co-operative Group, and his senior roles have included leading technical and marketing functions in quality, food safety, manufacturing and retail standards, product development, marketing, environmental sustainability and ethical sourcing. David is a member of the Food Ethics Council and has been a director of the Ethical Trading Initiative and the Campden and Chorleywood Food Research Association. He has contributed significantly to the development of the UK sustainable food and fair trade market, launching new products and ranges, and developing consumer awareness and marketing campaigns. He has been involved in numerous initiatives to improve supply chain standards across the food sector, engaging extensively with Governments international agencies, civil society and farmers.



'We have to know what's in it': Lessons from the horsemeat scandal

David Croft, Director of Food Technology & Technical Services, Waitrose

David will discuss:

The 2013 horsemeat scandal presented a real challenge for food manufacturers and retailers across the UK and Europe. Premium supermarket, Waitrose, appears to have weathered the storm well, reporting increased meat sales in the aftermath of the crisis and announcing positive actions to secure its food chain. David will examine the lessons Waitrose has learned from the crisis and outline the programme of change on which it has embarked. He will also challenge manufacturers to do their part to protect consumers and the retailers who stand in the front line.

- The Waitrose experience – a secure supply chain and actions taken to protect it
- Shared responsibilities – the respective roles of manufacturers and retailers, and the benefits of collaboration
- Rebuilding consumer trust – a shared problem and addressing it in the supply chain

Mistrust and scepticism: What's coming between the food industry and its consumers?

David Jago, Director of Innovation & Insight, Mintel

50% of UK consumers don't trust the food industry to supply safe food. 70% of Chinese consumers mistrust domestically-produced food. One third of consumers in Continental Europe are so concerned about what's inside processed foods they prefer to 'cook from scratch'. And US consumers have their peace of mind disturbed by around 6.5 product recalls every day.

David has studied the deteriorating relationship between food companies and consumers for over twenty years. He believes it to be under unprecedented strain, with a proliferation of food scandals and scares driving consumer confidence to an all-time low. Drawing upon Mintel's wealth of international consumer research and his experience advising global food brands, he'll reveal just how bad things have got, and what the industry can do about it.

David's presentation will reveal:

- The deteriorating relationship – why consumers in both developed and emerging markets have lost faith in food
- The consumer response – their search for control over the food they eat
- 'What's in it and where does it come from?' Concerns about additives and traceability
- Rebuilding relationships – from sustainable sourcing to full traceability, what are the best companies doing to put things right?

David Jago has over 20 years research experience in the food industry, covering markets, consumers and innovation. As Mintel's Director of Innovation & Insight he is responsible for providing tailored research and analysis to a broad range of food manufacturers, ingredient suppliers and retailers across the EMEA region.



Food at the cutting edge: The search for sustainable protein sources

EXPERT OBSERVATIONS:

Professor Arnold van Huis is a world-expert on the use of insects as food working with a number of national governments to advance insect farming and consumption. He is co-founder of the International Insect Centre, a supply chain-wide collaboration of producers and food manufacturers launched in autumn 2013 with a commitment to develop new insect food solutions, and an advisor to the Nordic Food Lab's edible insect project. He is the first author of the UN book 'Edible insects: future prospects for food and feed security' and of *The Insect Cookbook*, which will publish in February 2014.



Insects as food: The 'small' answer to a 'big' problem

Professor Arnold van Huis, *Tropical Entomologist, Wageningen University, and advisor on edible insects to the United Nations' Food & Agriculture Organisation*

Global meat consumption is due to increase by 80% between now and 2050. With 70% of the world's agricultural land already being used for livestock production, the problem we face is obvious and huge. Insects, Professor van Huis insists, are the answer. Around 1,900 insect species are already eaten around the world today, but in limited tropical countries. He'll reveal what can be done to make insects an accepted part of the global diet – and why success is vital.

Professor van Huis will describe:

- The insect advantage – high nutritional value, low carbon emission, efficient land use
- The conversion of insect farming from today's 'cottage industry' to industrial scale production
- The need for a legislative framework to support producers and food manufacturers
- The challenge of acceptance – how will we convince western consumers to switch from meat to insect protein

The \$250,000 burger – the progress towards commercially viable lab-grown meat

Professor Mark Post, *Professor of Physiology, Maastricht University and of Biomedical Technology at Eindhoven Technical University*

In August 2013 Mark Post presented the world with a beef burger made from bovine skeletal muscle stem cells. Though it was billed as the most expensive burger in the world, the science behind it may pave the way to an economically viable source of meat that releases the world from the environmental pressure of livestock farming and offers a way to keep pace with a global appetite for meat.

Professor Post will outline:

- Why increased livestock farming is not a viable option
- Next steps – acceptable modifications to improve texture and flavour
- From the lab to the factory – the achievement of scale production
- Winning the debate – how to build consumer acceptance.

Professor Mark Post is a medical doctor who spearheaded tissue engineering to create blood vessels used in coronary artery bypass procedures before turning his attention to the world of food. With financial backing from Google founder, Sergey Brin he has taken the first major step in creating a viable meat source that breaks the world's dependency on livestock farming.



Why consumers buy – and how we can influence their decisions

EXPERT OBSERVATIONS:

Professor Charles Spence is a cognitive neuroscientist and sensory marketing expert. He runs an industry-funded research laboratory that brings together marketers, designers, chefs, sensory scientists, composers, and psychologists interested in utilising the latest insights from neuroscience to design products, packaging, services, interfaces, environments, and foods that more effectively stimulate the senses of the consumer.



The future of food: Neuroscience-inspired multisensory design

Professor Charles Spence, Head of the Crossmodal Research Laboratory, Oxford University; Head of Sensory Marketing at J Walter Thomson; Condiment Junkie & Professor in Residence at The House of Wolf restaurant, London.

For the last two decades, Professor Spence has been working with many of the world's largest food and beverage companies on the development of products, packaging, and experiences that more effectively stimulate the senses of the consumer. His presentation will demonstrate, with many concrete examples, how a better understanding of the senses can lead to novel approaches in the areas of product and experience innovation.

Charles will reveal how the multisensory approach can:

- Deliver more satisfying products while potentially reducing unhealthy ingredients
- Modify product packaging to enhance the consumer experience
- Use one sense to change a consumer's experience in another
- Enable modernist chefs and other creative individuals to deliver more innovative (and scientifically inspired) multisensory experiences
- Be combined with neuroscience-inspired design to deliver robust techniques for claims support and product innovation
- Inform sensory marketing strategies

From food concept to on-shelf success: The holistic route to new product marketing

Chris Cornyn, Founder and President of food and drink agency, DINE, and mentor on Lifetime TV's 'Supermarket Superstars'

Chris believes that the marketing of food and beverage products is a unique discipline, since every product has to seduce the consumer on the basis of its emotional, functional and nutritional appeal. It is, he suggests, not simply about branding or packaging or logos – it's about understanding the role a product will play in enhancing lives – and positioning it perfectly to express its appeal. It requires, he says, not just an understanding of marketing techniques but of how consumers think and choose today – and how that's intrinsically different to the way they thought yesterday.

Based on his experience of bringing thousands of products from the drawing board to the supermarket shelf Chris will demonstrate:

- How consumer appetites are changing as 'convenience' and 'health' compete for supremacy
- The two-step 'stop-and-sell' process – how to capture attention and 'close a deal' in the supermarket shopper's 2.6 second sales window
- Disruptive marketing for disruptive products – how capturing the consumer zeitgeist can open up new categories
- What can go wrong? His 'delicious disasters' will show how bad marketing can kill good products

The Editors' Review:

The editors of FoodNavigator and NutraIngredients join **Dr James Bellini** to reflect on the issues raised during Food Vision 2014. Our editors: **Shane Starling**, Senior Editor, FoodNavigator Europe, FoodNavigator Asia and **Dr Stephen Daniells**, Senior Editor, FoodNavigator USA and NutraIngredients USA.

13:00 – 14:30 **Networking lunch**

Programme subject to change. For the most up-to-date programme visit www.foodvisionevent.com

ROUND UP

BUSINESS NETWORKING

Become part of the Food Vision community

Delegate fees for Food Vision 2014:

- Manufacturers/buyers **€1,850 + TVA/VAT**
- Industry/suppliers **€2,950 + TVA/VAT**

As a member of the Food Vision community, you'll attend our exceptional three-day programme of presentations, discussions, debates and intensive networking including:

- All plenary sessions, debates and round table discussions
- First night Innovation Reception with drinks and buffet dinner
- Second night Champagne Reception and dinner
- Breakfast briefings and networking lunches
- Continuous access to refreshments, wireless internet and other business support services
- Full delegate pack

and

Thanks to the generous support of our Food Vision Partners, you will also enjoy accommodation in our exclusive Food Vision venue and airport transfers.

- Transfers to and from Nice Airport to our venue (Mon 31 March and Wed 2 April only)
- VIP check-in and two nights' accommodation at the 5 star Grand Hyatt Hôtel Martinez

Book online at www.foodvisionevent.com

Enquiries, please email fiona.parker@wrbm.com

Hotline enquiries: **+44 (0) 1892 506945**

At a glance...

Monday 31 March

Afternoon • Arrivals

Evening • Innovation Reception drinks with chocolatier and buffet dinner

Tuesday 1 April

Morning • Breakfast briefings
• Plenary sessions
• Speed networking

Afternoon • Lunch with roundtable discussions
• Plenary sessions

Evening • Food Vision Champagne Reception and dinner

Wednesday 2 April

Morning • Plenary sessions

Afternoon • Networking lunch
• Departures

Our partners

Our partners make a valuable contribution to Food Vision and work collaboratively with us as your joint hosts.

Industry confirmed partners to date include Cosucra, DSM and TATA Consultancy Services.

GOLD PARTNERS



From seed to food. Naturally

A pioneer in added value nutritional ingredients sourced from chicory and peas, Cosucra has been active in the development of natural food ingredients for more than 20 years. Its products are used by over 400 manufacturers in over 1,500 food products worldwide. In addition to innovative products, Cosucra offers market expertise, extensive clinical research and experience in regulatory

affairs to help clients improve existing products and create new ones.

Cosucra Groupe Warcoing is a family company, built on strong values. The company combines highly effective production methods with environmental protection and efforts to improve its environmental performance are central to its mission. www.cosucra.com



Royal DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in Life Sciences and Materials Sciences, DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders.

DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, pharmaceuticals, medical devices, automotive paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM's 22,000 employees deliver annual net sales of around €9 billion.

www.dsm.com

SILVER PARTNER



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Our editorial partner also collaborates with us in the development of our programme and provides unequalled insights into the issues confronting the global food and drink industry.



With more than 250,000 unique visitors per month, FoodNavigator.com 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. Watch out for interviews and profiles of our Food Vision contributors in Food Navigator and its sister title, NutraIngredients.

For updates on additional partners check out our website at: www.foodvisionevent.com

Applause for Food Vision

"...more than delivers on its promise, with thought provoking content and dialogue with industry leaders..."

"...exceptional programme, superb organisation, impressive audience..."

Our venue

Food Vision 2014 returns to the world famous Grand Hyatt Hôtel Martinez on Cannes' famous Boulevard de la Croisette. Heralded as one of the French Riviera's flagship hotels it is a prime destination for prestigious business events, with state-of-the-art facilities and excellent air, road and rail links. Nice Côte d'Azur Airport, served by most global airlines, is only a 30 minute drive away.

Should you wish to arrive early, extend your stay for either business or pleasure, or review your travel options, please contact our destination management partners, via the website at time of registration.

About the organisers

Food Vision is brought to you by William Reed Business Media, publishers of FoodNavigator, NutraIngredients and a host of digital newsletters, publications and data sources for the food, drink and nutrition industries.

As an international multi-media events company, we welcome more than 40,000 delegates to over 40 live events, conferences and exhibitions every year – on every continent. We're the name behind some of the industry's most influential global award programmes including the International Wine Challenge and the World's Best Restaurants.

We regularly engage with over 2.8 million food, drink and nutrition professionals.

Organised by



The name behind



www.foodvisionevent.com