



MEAT FREE STRATEGIES 2023

The Waldorf Hilton, London UK

12th- 13th September 2023

The 3rd Meat Free Strategies Conference will explore industry innovations, taste, texture and category growth strategies

Event Highlights:

- Strategic look at the current state of the market and potential for future growth
- Overcoming industry challenges
- Alternative protein sources for vegetarians and flexitarians
- Improving taste and texture
- Innovation in alternative seafood products
- Innovation in fermentation-based proteins
- A brand's journey from launch to scaling up
- Insights from investors: What are the key performance indicators?
- Innovation in packaging and sustainability
- The latest data on consumer trends and preferences

SPEAKERS

- **Keynote:** Pete Sharman, Co-Founder and Co-CEO, **THIS**
- **Keynote:** Jon Burton, Business Unit Director, Marine Protein, **Thai Union Europe**
- **Keynote:** Heather Mills, Founder, **VBites**
- **Chairman:** Benjamin Hook, Head of South East Asia Research, **GlobalData Agribusiness**
- Christopher Kong, Co-Founder & CEO, **Better Nature Tempeh**
- Neil Rankin, Founder & Creative Director, **Symplcity Foods**
- Rolands Romanovskis, Head of Marketing Department, **KARAVELA**
- Robin Simsa, CEO, **Revo Foods**
- Stu Henshall, Executive Food Development Chef, **Quorn Foods**
- Claire White-McKay, Food Development Manager, **Quorn Foods**
- Angela Kapparis, Consumer and Sensory Science (CSS) Manager, **Quorn Foods**
- Kate Edley, Brand Lead, Savoury Food & Plant-Based, **Nestle Professional UK&I**
- Joe Hill, Co-founder, **One Planet Pizza**
- Tom Bursnall, Founder, **Miami Foods**
- Jake Schneider, Chief Innovation Officer, **Gosh! Food**
- Pappudu Sriram, Co-Founder and CEO, **[MOCK]**
- Dr. Guy Sandelowsky, Vet, Co-Founder & Co-CEO, **Omni**
- Damien Clarkson, Co-Founder and Board Member, **Vevolution** & Co-Founder, **THE PACK**
- Callum Braddock, UK Business Development Director, **Tindle**
- Claire Ogley, Head of Campaigns, Policy and Research, **The Vegan Society**
- Toni Vernelli, International Head of Communications and Marketing, **Veganuary**
- Hannah Weller, International Corporate Engagement Manager, **Veganuary**
- James Cuthbertson, Chief Revenue Officer (CRO), **Relative Insight**
- Dan Dowell-Lee, Business Development Manager, **Relative Insight**
- Dan Weiser, Business Development Manager, **Relative Insight**
- Gary Seaman, Regional Director, Europe, **Focus Insights**
- Stefan van den Hanenberg, Senior Director Innovations, **GEA Food Solutions**
- Matthias Hobbie, Head of Technology and R&D New Food, **GEA**
- Jordania Valentim, Chief Commercial Officer, **Revyve**

FEATURED SPONSORS



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DAY ONE: TUESDAY 12 SEPTEMBER 2023

08:00 Registration and networking

08.50 Chairman's opening remarks

Benjamin Hook, Head of South East Asia Research, GlobalData Agribusiness

09:00 **Opening keynote: THIS is how to grow a plant-based food brand crazy fast**

- Key milestones achieved
- Overcoming challenges along the way
- Strategic look at the current state of the market and potential for future growth

Pete Sharman, Co-Founder and Co-CEO, THIS

09:30 **The Quorn journey: The past, the present and the future**

- Rooted in tradition: Tracing back to Quorn's pioneering beginnings
- Leading the pack: How we became the number one meat-free company in the UK
- Beyond the plate: Our current strides in sustainability, nutrition, and market presence
- Innovation unleashed: How our technical roadmap sets the journey for step-change innovation
- Shaping tomorrow: How our innovation team is set to redefine the meat-free landscape

Stu Henshall, Executive Food Development Chef, Quorn Foods

Claire White-McKay, Food Development Manager, Quorn Foods

10:00 **Panel discussion: Improving taste and texture**

- Bringing new products to the market that meet consumers' needs and expectations
- Exploring how can taste and texture be further improved
- Appearance versus flavour/taste and texture – ensuring the product is visually appealing

Panellists

Neil Rankin, Founder & Creative Director, Symplicity Foods

Jake Schneider, Chief Innovation Officer, Gosh! Food

Pappudu Sriram, Co-Founder and CEO, [MOCK]

Jordania Valentim, Chief Commercial Officer, Revyve

Angela Kapparis, Consumer and Sensory Science (CSS) Manager, Quorn Foods

10:40 Morning refreshments and networking

11:20 **Technology insights for the production of meat-free food. What's available and what's new**

- Fermentation technology
- TVP extrusion
- Further processing to consumer product
- How technology contributes to sustainability, taste and structure
- What happens during production? – tips on how to ensure quality of your consumer product

Stefan van den Hanenberg, Senior Director Innovations, GEA Food Solutions

Matthias Hobbie, Head of Technology and R&D New Food, GEA

11:50 Keynote: How at risk is plant based?

- Why it must be addressed for the sake of the planet, health, animals
- Why people must be educated
- How businesses can be profitable and ethical - thinking outside the box instead of just ticking them

Heather Mills, Founder, VBites

12:30 Lunch and networking

13:30 Panel discussion: Sustainability initiatives that will help your brand stand out

- Becoming carbon neutral and achieving net zero
- Ethically sourced ingredients, how do brands go about sourcing ingredients responsibly and achieving a clean label
- Looking at sustainability holistically by analysing the whole lifecycle of a product

Panellists

Kate Edley, Brand Lead Savoury Food & Plant-Based, Nestle Professional UK&I

Robin Simsa, CEO, Revo Foods

14:00 Packaging 101 from a vegan pizza brand that went from a kitchen table to a nationwide listing with Asda

- An idiot's guide to getting started with your packaging
- Understanding who you're selling to and what they're looking for
- Nailing the hierarchy of your messages, callouts and branding on pack
- On pack labels, trademarks and the legal stuff
- How your packaging can be your most valuable marketing resource

Joe Hill, Co-founder, One Planet Pizza

14:30 Unveiling new consumer insights to accelerate growth in the meat-free category

- Understanding the consumer: Developing consumer segmentation and the differing meat-free needs & wants
- Targeted marketing strategies: Leverage new insights to develop winning marketing campaigns
- Innovating for success: Using consumer insights to drive product innovation that meet consumers' needs and desires
- Market expansion strategies: Discovering insights that can unlock growth potential within the meat-free category

Gary Seaman, Regional Director, Europe, Focus Insights

15:00 Panel discussion: Recent advancements in meat free pet food

- Digestibility study on diet comparing the protein absorption of Omni versus a meat-based control in dogs
- Why THE PACK is doubling down on oven baked dried food
- Is nutrition and ethics the key driving force behind sales?
- Potential future growth of this category

Panellists

Dr. Guy Sandelowsky, Vet, Co-Founder & Co-CEO, Omni

Damien Clarkson, Co-Founder and Board Member, Vevolution & Co-Founder, THE PACK

15:30 Afternoon refreshments and networking

16:00 **Keynote: Becoming a Pirate: The challenges of building from within**

- Insights of Opportunity – building the case for the “Alternative”
- Using design principles to shape a new Universe
- Weaponising the Brands
- Building an ecosystem and “testing to learn”

Jon Burton, Business Unit Director, Marine Protein, Thai Union Europe

16:30 **Panel discussion: Innovation in alternative seafood products**

- What are consumers looking for in alternative seafood products?
- Plant based alternatives to salmon, tuna and prawns
- How is the category evolving and what new products can we expect to see in the future?

Panellists

Jon Burton, Business Unit Director, Marine Protein, Thai Union Europe

Rolands Romanovskis, Head of Marketing Department, KARAVELA

Robin Simsa, CEO, Revo Foods

17:10 Chairman’s closing remarks

Benjamin Hook, Head of South East Asia Research, GlobalData Agribusiness

17:15 Drinks reception

18:15 End of day one

DAY TWO: WEDNESDAY 13 SEPTEMBER 2023

08:00 Registration and networking

08.50 Chairman’s opening remarks

Benjamin Hook, Head of South East Asia Research, GlobalData Agribusiness

09:00 **The ingredients for meat-free: the outlook for speciality proteins supply**

- Current state of the market for soy, pea and other speciality plant proteins
- Our view on strengths and weaknesses, opportunities and threats, within the different protein markets
- Outlook for supply, including the dynamics with other agri-food products (e.g. veg oils)

Benjamin Hook, Head of South East Asia Research, GlobalData Agribusiness

09:30 **To GPT, or not GPT - that is the question**

Embrace ChatGPT or resist it? That's the dilemma plaguing marketing, brand and insights professionals across every sector.

As we're all finding out, ChatGPT and AI certainly does have the potential to revolutionize the way we all work - but do machines have the required humanity to become essential for understanding consumer brand strategy, especially in a category as nuanced as meat-free.

- The role of text analytics in extracting insights from unstructured consumer data
- Emerging trends in text analytics and GPT and their implications for brands
- How to blend the latest AI technologies for optimum analysis techniques

James Cuthbertson, Chief Revenue Officer (CRO), Relative Insight

10:00 **Keynote panel discussion: Overcoming key industry challenges and driving growth**

- Dealing with the slow-down in recent growth
- Addressing frequency decline once consumers have decided which products they like
- How is consumer cost-of-living affecting pricing of products?
- Managing the costs of key ingredients
- Is flexitarians the target market that will power growth?
- Strategies that can be employed to drive growth back into the category

Panellists

Christopher Kong, Co-Founder & CEO, Better Nature Tempeh

Tom Bursnall, Founder, Miami Foods

Callum Braddock, UK Business Development Director, Tindle

10:30 Morning refreshments and networking

11:00 **Speaker hosted roundtables**

Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others.

Each roundtable session lasts for 40 minutes, and delegates may attend up to 2 roundtables.

Roundtable 1: Opportunities for success in the plant-based space and how Veganuary can help you make the most of them

- Where some meat-free and dairy-alternative brands are having a trickier year, where do you see the opportunities for success in this space?
- We know that Veganuary is great time to promote for plant-based alternatives and businesses see a significant jump in sales – how else can Veganuary help your business during January?

Toni Vernelli, International Head of Communications and Marketing, Veganuary

Hannah Weller, International Corporate Engagement Manager, Veganuary

Roundtable 2: Day dreaming about what's next in meat-free technology

Bringing successful products to the market which lead to consumer satisfaction and repeat purchase is based on a constant collaboration between the ingredients supplier, food manufacturer and technology provider. In this roundtable we will brainstorm on how technology could help meat-free brands, food manufacturers and ingredient companies to meet their challenges now and in the future.

Stefan van den Hanenberg, Senior Director Innovations, GEA Food Solutions

Matthias Hobbie, Head of Technology and R&D New Food, GEA

Roundtable 3: Vegan voices: Tracking six years of Veganuary conversation

- Discover how over-time text analysis enables you to track online conversations to reveal insights about why people choose to try a vegan lifestyle, and how you can target these consumers effectively
- Learn how, by spotting micro-trends in your voice of consumer research, you'll be able to shape future comms and marketing strategies
- Inspire you to think differently about your audience research approach

James Cuthbertson, Chief Revenue Officer (CRO), Relative Insight

Dan Dowell-Lee, Business Development Manager, Relative Insight

Dan Weiser, Business Development Manager, Relative Insight

12:20 Lunch and networking

13:20 Insights from Veganuary's 2023 participants: Key opportunities for growth in the plant-based sector

Veganuary will be presenting insights and learnings for businesses from its 2023 campaign, including:

- Who and why people took part in Veganuary
- How they will change diets after Veganuary
- Key opportunities for growth and what influenced participants' decision making
- Which categories and where participants were shopping
- Which delivery apps, restaurants or cafes they were purchasing from during January
- What their biggest challenges were
- What new plant-based product development they would like to see

Toni Vernelli, International Head of Communications and Marketing, Veganuary

Hannah Weller, International Corporate Engagement Manager, Veganuary

13:50 Vegan vs. plant-based: Do labels matter in how you position your brand?

- What are the definitions of 'vegan' and 'plant-based', and how are they used by institutions and food manufacturers
- What do brands and consumers perceive of the difference between 'vegan' and 'plant-based' labels
- Our findings from our research on the topic with the University of Manchester with 2000 participants, asking a series of questions around the use of 'plant-based' and 'vegan' and people's understanding of it
- Plant-based from a global perspective, how does messaging change in different areas
- Frequently asked questions from businesses about the terms and best practice advice for businesses

Claire Ogley, Head of Campaigns, Policy and Research, The Vegan Society

14:20 Chairman's closing remarks

Benjamin Hook, Head of South East Asia Research, GlobalData Agribusiness

14:25 End of conference