

**BREAD
& JAM**

**6-7 OCT
2017**



SHOPTALK AGENDA

THE UK'S FIRST FOOD FOUNDERS' FESTIVAL

WWW.BREADANDJAMFEST.COM

SHOPTALK: PANELS

FRIDAY 6 OCT

**BREAD
& JAM**

MORNING

Attending

CROWDFUNDING FOR FOOD STARTUPS

10am - 10:50am



Tom Lock - London Crisp Co, Gem Misa - Cauli Rice.

What are the key hacks behind equity crowdfunding? How do you choose the right platform for you? Hear from three remarkable entrepreneurs about their successful funding rounds.

BUILDING A BUSINESS ON A SHOESTRING

11am - 11:50am



Rose Aldean - MELLO, Praveen Vijn - Eat Natural, Luke Johnson - Pack'd.

How do you build a killer business when your bank balance echoes like an empty morgue? Get inspired by the creativity and resilience of these food founders, when a big budget wasn't an option.

DISCOVERING ROUTES TO MARKET

12pm - 12:50pm



Damien Lee - Mr Lee's Pure Foods, Heerum Fleary - Tickeat.

Retail channels seem like the obvious first step for many food brands, but have you considered travel, foodservice and pubs? Learn what these routes to market could mean for you.

LUNCH SERVED IN THE MARKETPLACE 1PM - 2PM

AFTERNOON

Attending

ETHICS, SUSTAINABILITY AND OPPORTUNITIES IN A CIRCULAR ECONOMY

2pm - 2:50pm



Jamie Hartzell - Divine Chocolate, Julian Warowioff - Charitea, Ilana Taub - Snact

As consumer interest heightens for ethical and sustainable brands, how can you build a business with a conscience and what are the next big opportunities for this fast growing sector?

MARKETING: WHAT SHOULD YOU PAY FOR?

3pm - 3:50pm



Barney Mauleverer - Fuel 10K, Guka Tavberidze - Savse, Dana Elemara - Organic
chaired by John Farrand, Guild of Fine Food

Hear from three founders with vastly different marketing strategies. Do you need to blast big budgets to beat your competitors or will guerilla marketing with £0 cash spend pay off in the end?

GETTING YOUR FIRST RETAILER

4pm - 4:50pm



Adam Sopher - Joe & Sephs, Kevin Bath - JimJams, James Shillcock - Vivid Matcha
chaired by John Farrand - Guild of Fine Food

How far do you need to go to secure your first major listing? Getting your foot in the door can be one of the hardest jobs in food business, so which persuasive strategies work and which ones flop?

SHOPTALK: PANELS

SATURDAY 7 OCT

BREAD
& JAM

MORNING

Attending

NEW CHANNELS: TAKING ON E-COMMERCE

10am - 10:50am



Oonagh Simms - Marshmallowist, JP Then - Crosstown Donuts, Fraser Gregory, Raw Gorilla

You've got a great product, a smashing website and a supply chain. Why not bolt on a B2C e-commerce channel too? Hear how you can nail this online route to market.

WHAT MAKES NEWS?

11am - 11:50am



TBC

Hear from three press panellists about what makes something front page news and how you can get your brand the exposure it needs to scale fast.

OUT OF THE KITCHEN AND INTO A FACTORY

12pm - 12:50pm



Suzie Walker - Primal Pantry, Primrose Matheson - Primrose's Kitchen, Meriel Kehoe - Claudi & Finn

We've all heard the horror stories of production gone wrong and the nightmare of scaling production. Hear how you can find the right co-packer to help you launch your business skywards.

LUNCH AVAILABLE IN THE MARKETPLACE 1PM - 2PM

AFTERNOON

Attending

THE BALANCING ACT: WORK & PLAY

2pm - 2:50pm



TBC

Productivity is a fine skill few have mastered. How can you balance your food business vision with having a great life, a loving family and even a few lazy evenings in front of the telly?

HAVE YOU THOUGHT OF FOODSERVICE?

3pm - 3:50pm



Martin Dewey - Square Pie Company

The £90bn foodservice industry is on the up, with steady growth estimated at 3% per annum. How can you get involved with supplying restaurants, canteens and coffee shops and made the most of it?

BUILDING TEAMS FOR GROWTH

4pm - 4:50pm



Sara Trechman - Well & Truly, Paul Brown - Bol, Amelia Harvey - The Collective Dairy

Richard Branson isn't perfect, but he's a master at building incredible teams. Hear how you can realise your weaknesses, find a co-founder, build a team that excels and manage your equity stake.