

THE UK'S LARGEST COMMUNITY OF FOOD & DRINK FOUNDERS

POWERED BY



**BREAD
& JAM**

Festival

18-19 JULY 2023
BDC, LONDON

18TH - 19TH JULY 2023

WHAT'S ON THIS YEAR?



100+ SPEAKERS

Hear from people who have really made waves in the industry. They'll be sharing their own experiences (and trade secrets!) over 70+ hours of groundbreaking content.



RETAIL PITCHING

Apply to pitch to 25+ retailers at the event. If you secured a pitching slot this year, head to the Pitching Zone 15 minutes before your slot. Powered by North Star.



NETWORKING

Meet people just like you who know what it's like to be in the food & drink industry. Share tips and make new connections to accelerate the growth of your business.



THE TASTING PANEL

Book a slot to get feedback for your products from retail buyers at the Tasting Panel in the Marketplace. Available for purchase at a later date in June. Powered by Squashed Pixel.



PRODUCERS' SHOP

Showcase your product for free to all delegates. Donate products and 'purchase' what you like. All proceeds will go to City Harvest. Powered by GS1 UK.



THE POD POD

Understand your point of difference with the help of bespoke advice from seasoned industry experts at the POD POD in the marketplace. Powered by Episode Two.



THE MARKETPLACE

Explore the marketplace to see 50+ service providers who support food & beverage brands. They might be the answer as to how you grow to the next level.



THE CHILL ZONE

Need a minute to take a call or answer a few emails? We now have some spaces dedicated for taking a quick break, catching up with new friends and getting some work done.



1000+ EXPECTED

Your chance to meet hundreds of emerging brands, industry experts, investors, retail buyers, and industry icons. Welcome to the UK's BIGGEST Food Founders' Festival.

WHAT'S ON THIS YEAR AT THE FESTIVAL 18TH - 19TH JULY 2023



THE SPEAKER LINE UP 2023



**OLIVIA FERDI
TRIP**



**GILES BROOK
INVESTOR**



**PAM DIGVA
SAUCE SHOP**



**JULIE CHEN
CHEEKY PANDA**



**DANIEL KHOURY
TRIP**



**CHARLIE BIGHAM
BIGHAM'S**



**SEGUN AKINWOLELA
THE GYM KITCHEN**



**RENÉE ELLIOT
PLANET ORGANIC**



**DEEPAK RAVINDRAN
ODDBOX**



**MARISA POSTER
PERFECT TED**



**TEDDIE LEVENFICHE
PERFECT TED**



**CECIL ADJALO
FOUNDERVINE**



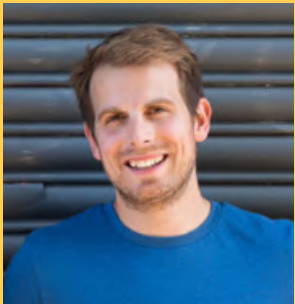
**ELEANOR PINFIELD
CO-OP**



**JAMES DIGVA
SAUCE SHOP**



**DAN POPE
HUNGRY PODCAST**



**DAN BROUGHTON
GRENADE**



**ELEANOR BARNS-GRAHAM
OCADO**



**HARRY TURPIN
THE SAVOURISTS**



**JULIE MILLS
SHREWD FOODIE**



**PAUL CHIAPPE
JOELSON**



**EDWARD CARSTAIRS
GJE**



**RACHEL KIRCHEM
SUPERCO**



**NELL HEAD
FROGHOP**



**JAMES BROOKS
TEAM BROOKS**



**BELEN SULLIVAN
DELLA VITE**

THE SPEAKER LINE UP 2023



DAN HEAD
HEADWAY FOODSERVICE



KATIE ROSELAAR
INNOVATE TO ZERO



LUKE TURNER
FROGHOP



KAREN GREEN
THE FOOD MENTOR



TESSA STUART
ASSET RESEARCH



EDDIE STABLEFORD
BRAND CLOCK



GAVIN MCLEAN
TITAN BRANDS



EMILY BOYCE
SWEET THYME FOODS



SIMON HEWITT
ORANGE PANTHER COLLECTIVE



AJ SHARP
SHARP RELATIONS



SIMON BISHOP
SHFOODIE



SARAH ATKINS
GS1 UK



PHIL HAILS-SMITH
JOELSON



ROB WALLIS
MOTH DRINKS



JAMES PERRY
COOK



RAMONA HAZAN
RAMONA'S KITCHEN



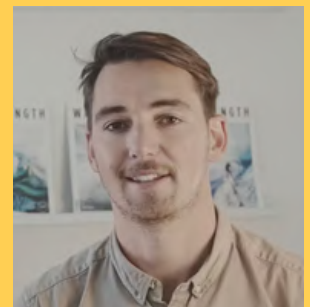
DAVID ABRAHAMOVITCH
GRIND



WIZZ SELVEY
WIZZ & CO



SAHIL VERMA
THE COOKAWAY



GUY HAYLER
WAVELENGTH



LUCY BUSK
NICE WINE



ALEX TAYLOR
KEPT FOODS



RAPHAEL OGUNRINDE
CALYX DRINKS LTD



LIAM WHITE
DR WILL'S



LORCAN QUINN
WHITE MAUSU

THE SPEAKER LINE UP 2023



ASHER FLOWERS
BROKEN BARRIER
TEQUILA



LISA MACFARLANE
THE GUT STUFF



DOMINIC BOWCOCK
BOWIMI



SANDRA SULLIVAN
FOOD & DRINK
EXPORTER ASSOCIATION



AYLA DE MORAES
ORANGE PANTHER COLLECTIVE



EMMA GRANT
BIO & ME



SAMANTHA MURPHY
SEALED AIR



ANDY SHOVEL
THIS



KATE DOWLING
RED KEY COMMERCIAL SUPPORT



JENNY MARY ELLIOT
JME DRINKS CONSULTANCY



FRANCES DUFFY
SIMPLY ROASTED



AMY MORING
HUNTER & GATHER



JACOB THUNDIL MBE
COCOFINA



SASKIA ROSKAM
THE BISKERY



KAROLINA BA
THEENK TEA



SOPHIE FULLER
GSI UK



CHRIS KONG
BETTER NATURE



ANDY BRATTLE
THE FOOD BRAND GUYS



NATALIE CAMPBELL
BELU



ALI SHARIAT
THIS WAY UP



SOLVEIGA PAKŠTAITE
MIMICA



MATTHEW ISAACS
MY EMISSION



ZAMIR CAJEE
THIS WAY UP



SWATI BIWAL
THE CHEEKY FOOD COMPANY



NIKKI SOIM
GSI UK

THE SPEAKER LINE UP 2023



GARY LAVIN
VITHIT



SAMANTHA PASCAL
HOT 'N' JUICY SHRIMP LONDON



MARTIN HOLDEN-WHITE
GRUBBY



ED HAUCK
THE CURATORS



ANTHONY FLETCHER
URBAN LEGENDS



MELANIE GOLDSMITH
JUICY BRICK



CHESTER ROBINSON
RAISE SNACKS



JAC CHETLAND
SURREAL



LAUREN O'DONNELL
OATSU



AMY PARTRIDGE
NAKED BIOTICS



LEANNE WESTON
NAKED BIOTICS



RAFAEL ROZENSON
VIEVE



TATIANA MERCER
THREE SPIRIT



CANER VELI
KIND COMMUNITY



AMELIA CHRISTIE-MILLER
BOLD BEAN CO



JAGIR MANKODI
SUPERFOODIO



SHU HAN LEE
REMPAPA



JAMIE PALEY
RISE PORRIDGE



CARLY OSMAN-HOLME
SPROWT



ANDREW ALLEN



NICOLA HART
AGUA DE MADRE



JOYCE GANNON
NTSAMA



TINA CHEN
HUMANITEA



JULIANNE PONAN
CREATIVE NATURE



TOM CAREW
SUPERCO

THE SPEAKER LINE UP 2023



TOM FORSYTHE
SAINSBURY'S



IGOR TOLKACHEV
SHOPIFY



CATHERINE COWARD
THE GOOD CROWD



ADAM PEARCE
BLEND COMMERCE



MORGAN STEINFELD
WAVELENGTH



LEO CASTELLANOS
WAVELENGTH



OLIVER LLOYD



ALEX SMITH
BASIC ARTS



MARK GIRVAN
BUDDY



MICHAEL WILCOX
HALEWOOD



TARA MEI
MAHALO, BREAD & JAM



JASON GIBB
VEGBLOC, BREAD & JAM

WHAT'S ON: THE POD POD

POWERED BY 
Episode Two

GET FEEDBACK FROM A PANEL OF INDUSTRY EXPERTS

Chat to a panel of three industry experts about your products and get real, honest feedback about how you can stand out from the crowd with a winning **Point Of Difference**.

The Point Of Difference (POD) Pod is an incredible opportunity for new brands to get feedback from the industry experts who pitch to retail buyers every day. If you have booked a slot, please make your way to the POD POD area in the Marketplace to check out the schedule and choose your time.



WHAT'S ON: THE TASTING PANEL

POWERED BY 

GET FEEDBACK FROM A PANEL OF RETAIL BUYERS

Chat to a panel of three retail buyers about your products and get real, honest feedback about price point, positioning, taste, branding, packaging and everything in-between.

The Tasting Panel is an incredible opportunity for new brands to get the insights they need straight from the horse's mouth. If you have booked a slot, please make your way to the Tasting Panel in the Marketplace to check out the schedule and choose your time.



WHAT'S ON: RETAIL PITCHING OPPORTUNITIES

POWERED BY



NORTH STAR



IF YOUR APPLICATION HAS BEEN SUCCESSFUL, PLEASE MAKE YOUR WAY TO THE PITCHING ZONE 15 MINUTES BEFORE YOUR ALLOCATED SLOT.

AFTERSHOW SOCIAL DRINKS

**JOIN US FOR COMPLIMENTARY
DRINKS IN THE MARKETPLACE AT
5.30PM TUESDAY 18TH JULY**



WHAT'S ON: PRODUCERS' SHOP

POWERED BY 



Head upstairs to **The Producers' Shop powered by GS1 UK** where you can add your products to our shelves and purchase anything that catches your eye. This is a great opportunity to find out if your RRP is achievable - could you go higher? Do you need to go lower? Experiment with different price points and see how the market behaves. 100% of the proceeds from The Producers' Shop will be donated to our charity partner, City Harvest, who redistribute surplus food to vulnerable people in our community.

HOW IT WORKS



1. ADD PRICE TAGS TO YOUR PRODUCTS

Head to the setup table where you will find price tag stickers. Choose the denomination closest to your RRP and stick them on your products. You can choose as many variations as you like.



2. PUT YOUR PRODUCTS ON THE SHOP SHELVES

You can put your products anywhere you like - feel free to experiment with different positioning. Don't forget that eye line is the buy line! You can add as many products as you like but please note that the Bread & Jam team may move your products and/or place surplus items in a separate area for replenishing the shelves at a later time.



3. BROWSE THE SHELVES & BUY!

Take a look at what else is on the shelves. Feel free to pick things up and take a look but please don't open anything - just like when you're doing your weekly shop.



4. MAKE YOUR PURCHASE - TAKE IT TO THE TILL

If you'd like to make a purchase, grab whatever you like and take to the till, where you can make payment in the form of a donation to our charity partners, City Harvest.



5. ENJOY THE SHOW & CHECK BACK LATER

This isn't a trade show, so please go listen to a talk or two, network with your fellow attendees and come back in a bit to see if anyone's bought your products! Anything leftover at the end of the event will be donated to City Harvest.

CHARITY PARTNERS



**BREAD
& JAM**
Festival

**TUESDAY
18TH JULY**

POWERED BY GS1 UK



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 HOW I GOT ALL MY FREE PR

Lauren O'Donnell - Oatsu. Chaired by AJ Sharp - Sharp Relations

From Oatsu being plastered across millions of billboards in the UK to Steven Bartlett shouting out the overnight oats on Dragons Den, to being featured in countless publications and blogs online; what is the secret to free PR?

1130 A.I. FOR START-UPS: SAVE TIME, SAVE MONEY AND INCREASE EFFICIENCY WITH A.I.

Zamir Cajee and Ali Shariat - This Way Up

A.I. is a great tool to help increase your task efficiency, gain quick bits of knowledge in areas that you didn't have, and do some of the heavy lifting (and thinking!) for you. This talk is designed to give you an introduction to A.I. and some ways that you can harness it for your business.

1215 LUNCH IN THE MARKETPLACE

Visit the catering stand in the marketplace. Gluten free & vegan options available.

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 BUILD AN ECO-DRIVE BRAND WITH PURPOSE

Matthew Isaacs - My Emission, Solveiga Pakštaitė - Mimica and Natalie Campbell - BELU. Chaired by Catherine Coward - The Good Crowd

Find out about the power of aligning your brand with sustainability, creating a meaningful mission and making a positive impact on the environment. Learn how to communicate your brand's purpose effectively to resonate with conscious consumers.

1430 GET READY FOR RETAIL – THE NAKED BIOTICS JOURNEY

Andy Brattle - The Food Brand Guys, Amy Partridge and Leanne Weston - Naked Biotics

A behind the scenes brand journey of Naked Biotics, covering the creation of their brand strategy, visual identity, packaging, marketing and pitch decks through to getting retail listings and growing their D2C sales. The session is followed by a Q&A for the audience to ask questions.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 THE CASE FOR CREATIVITY

Carly Osman-Holme - Sprowt

How do you go from a brand that no one notices to one that is actively followed and remembered? One that is shared on social and talked about by friends in real life? The answer lies in creativity. In this talk, we will unpick why "creativity is the last unfair advantage that you are legally allowed to take over your competitors" (Bill Bernbach).

1730 AFTERSHOW DRINKS IN THE MARKETPLACE

Talks are over for the day! Join us in the Marketplace for free beers, great chats and your last chance to catch up with food and drink entrepreneurs just like you.

TUESDAY 18TH JULY 2023

LEADERS' LECTURES

POWERED BY Joelson



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 THE CHALLENGER INVESTOR TALKS: MEET GILES BROOK (POWERED BY HUNGRY PODCAST)

Giles Brook - Investor In Challenger FMCG Brands. Chaired by Dan Pope - Hungry Podcast

With experience supporting FMCG start-ups, Giles knows what it takes to succeed. As Commercial Director and General Manager at Innocent Drinks, he was an integral part of their incredible journey from £17 to £120M and facilitated Bear's sale to Lotus for £71M. Now, as lead investor advisor at Bio & Me, he's using his six-figure backing to boost brand awareness and launch new products.

1130 FROM PIONEERING A NEW CATEGORY TO BECOME THE UK'S FASTEST GROWING SOFT DRINKS BRAND

Olivia Ferdi and Daniel Khoury - TRIP. Chaired by Ed Hauck - The Curators

Get ready to be amazed by Trip, the UK's fastest-growing CBD soft drink! In just 52 weeks, Trip's sales surged by a whopping 522%, reaching £4.3 million. With an 88% share of the CBD drinks market, they're dominating the scene. Having secured a £10 million investment, Trip is expanding rapidly and attracting mainstream customers. You can now find their products in 11,000+ stores.

1215 LUNCH IN THE MARKETPLACE

Visit the catering stand in the marketplace. Gluten-free & vegan options available.

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 BRINGING PLANET ORGANIC BACK TO EARTH: WHAT'S NEXT FOR THIS ICONIC HEALTH STORE?

Renée Elliot - Planet Organic. Chaired by Sarah Atkins - GS1 UK

Hear from Planet Organic founder about the fascinating journey of building the revered retail store over the past 30 years, the perfect storm that led it into administration and spearheading the rescue effort. What does the future hold for Planet Organic and speciality retail?

1430 HOW TO DISRUPT THE MARKET AND CREATE A NEW £100M CATEGORY SELLING NICE FOOD

Charlie Bigham - Bigham's. Chaired by Sarah Atkins - GS1 UK

Hear about the staggering success of Charlie Bingham's in a must-attend session! Their sales have skyrocketed by 16% to £121 million, building on last year's 29% revenue surge. They have invested in production facilities, including a £4 million warehousing boost. Get insights into their thriving journey and learn from their innovative approach!

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 PERFECTED: TAKING ON DRAGONS, MONSTERS & BULLS WITH MATCHA ENERGY

Marisa Poster and Teddie Levenfiche - PerfectTed. Chaired by Ed Hauck - The Curators

Backed by a £50k investment from Steven Bartlett and Peter Jones, PerfectTed hit £200k in year one and are aiming for £4m in year two. You can find PerfectTed in 3,000 stores including Holland & Barrett, Whole Foods, M&S, Joe & the Juice and more. Hear their electrifying success story!

1700 CHALLENGER BRAND INCUBATORS: HEAR FROM SUPERMARKET BUYERS

Eleanor Barns-Graham - Ocado, Tom Forsythe - Sainsbury's and Eleanor Pinfield - Co-op. Chaired by Cecil Adjalo - Foundervine

Hear directly from the horse's mouth about how to get your foot in the door with retailers and the awesome support programmes available to challenger brands. Uncover the secrets of successfully navigating this competitive landscape and how to forge long-lasting and lucrative relationships with buyers.

1730 AFTERSHOW DRINKS IN THE MARKETPLACE

Talks are over for the day! Join us in the Marketplace for free beers, great chats and your last chance to catch up with food and drink entrepreneurs just like you.



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 BEYOND THE KITCHEN: COLLABORATING WITH FOOD MANUFACTURES

Ramona Hazan - Ramona's Kitchen, Alex Taylor - Kept Foods and Raphael Ogunrinde - Calyx Drinks Ltd. Chaired by Amelia Christie-Miller - Bold Bean Co

Eager to take your food operation to the next level? We know that finding a manufacturing partner is one of the biggest challenges when starting a brand. Gain practical advice on finding and working with a manufacturer and supercharging your growth.

1130 THE PATHWAY TO EXIT: SETTING UP YOUR BUSINESS FOR THE BEST SALE

Ed Carstairs - GJE, Melanie Goldsmith - Juicy Brick and Paul Chiappe - Joelson. Chaired by Caner Veli - Kind Community

You've put in years of hard work, now it's time to reap the rewards! This session will guide you through the intricacies of selling your business and provide you with a roadmap to achieve a successful and profitable exit.

1215 LUNCH IN THE MARKETPLACE

Visit the catering stand in the marketplace. Gluten-free & vegan options available.

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 HOW TO RAISE INVESTMENT AND SUPERBOOST YOUR BRAND

Sahil Verma - The Cookaway, Andy Shovel - THIS and David Abrahamovitch - Grind. Chaired by Phil Hails-Smith - Joelson

Join us for a masterclass on raising investment and taking your brand to new, dizzying heights. Get the scoop on developing a compelling business plan, where exactly to look for growth funding, valuing your business, understanding investor expectations, crafting a killer pitch and navigating the funding jungle like a pro.

1430 EXPORT YOUR WAY TO SUCCESS

Jacob Thundil MBE - Cocofina, Gary Lavin - VitHit and Liam White - Dr. Will's. Chaired by Caner Veli - Kind Community

Join us for a session on post-Brexit territory exploration! Which territories should we focus on and how do you work out if there is a product/territory fit? Do you really need a local partner? Learn the essential first steps and discover helpful resources from the Department of Trade & Industry so you can navigate post-Brexit opportunities with confidence.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 THE MAGIC OF WORKING WITH INDIES AND FOODHALLS

Lorcan Quinn - White Maus, Jamie Paley - RISE Porridge and Nicola Hart - Agua De Madre. Chaired by Amelia Christie-Miller - Bold Bean Co

Gain an insight to the exciting world of working with independent retailers. Our panel of indie pioneers and trailblazing entrepreneurs will share first-hand experiences on building authentic relationships and fostering lasting relationships. They'll discuss how to supply into indies, pricing structures, expected volumes, the role of wholesalers and much more!

1700 BOSSING IT ON TIKTOK: GOING VIRAL & KEEPING IT REAL

James Brooks - Team Brooks, Naveed B - Maters & Co and Samantha Pascal - Hot 'N' Juicy Shrimp London. Chaired by Sarah Atkins - GS1 UK

Discover the potential of Tiktok and the opportunities to smash your D2C targets with engaging content that your tribe will thank you for. Learn how to hack the algorithm, explore how to skyrocket your brand's visibility and make content that will have your followers double-tapping with delight.

1730 AFTERSHOW DRINKS IN THE MARKETPLACE

Talks are over for the day! Join us in the Marketplace for free beers, great chats and your last chance to catch up with food and drink entrepreneurs just like you.

TUESDAY 18TH JULY 2023

STARTUP STUDIOS



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 SEDUCE AND SELL: WOING BUYERS FOR YOUR FOOD OR DRINK BRAND

Wizz Selvey - WIZZ & CO

You've got a great product - what else do you need to capture the heart of a buyer? Wizz will spill the beans on how to connect with and win over buyers, the three mistakes brands make when trading with retailers, how to look like a pro in commercial negotiation and all of the other inside info you need to know!

1130 HOW TO MAKE YOUR PRODUCT PACKAGING WORK HARDER FOR YOU

Sophie Fuller and Nikki Soin - GS1 UK, Julianne Ponan - Creative Nature and Joyce Gannon - Ntsama

In this session, you will learn how you can tell your brand story, showcase your sustainability credentials and product information, and so much more - all through a simple scan of GS1 Powered QR code on the front of your pack.

1215 LUNCH IN THE MARKETPLACE

Visit the catering stand in the marketplace. Gluten-free & vegan options available.

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 SLASH THE CARBON FOOTPRINT OF YOUR PACKAGING

Katie Roselaar - Innovate to Zero

Join us to look at some of the cold hard numbers associated with the carbon footprint of different packaging materials. Packed with examples and case studies, we look at simple switches that could deliver a tenfold reduction in the carbon footprint of your packaging.

1430 REVENUE IS VANITY, PROFIT IS SANITY

Eddie Stableford - Brand Clock

This session will look at cost modelling, market routes, profit calculation, and cash flow management. Discover how to optimise costs, analyse margins and calculate profit. Learn why profit is vital for your sanity and gain practical tips for cash flow management. Don't miss out on this valuable session to enhance your financial understanding and business success!

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 DESIGN AN E-COMMERCE STRATEGY THAT KICKS BUTT - WITH FOCUS ON AMAZON!

Ali Shariat - This Way Up

Want to get your product to the masses but not sure how to put together an e-commerce strategy? This talk will explore the various parts of e-commerce strategy, demystifying the elements that need to be considered, and give practical instruction on getting started. Whether you've just got an idea, have a product and are ready to sell, or you're already selling but want to up your game - this interactive session is for you!

1700 THE KILLER PITCH DECK TO MAKE SUPERMARKET BUYERS SIT UP AND LISTEN

Kate Dowling - Red Key Commercial

In this session, Kate will unveil the secrets of persuasive storytelling, impactful visuals and compelling data that will make your presentation shine bright and get the attention of the buyer. From showcasing your unique selling points to demonstrating your market potential, you'll learn how to craft a deck that commands attention and seals the deal.

1730 AFTERSHOW DRINKS IN THE MARKETPLACE

Talks are over for the day! Join us in the Marketplace for free beers, great chats and your last chance to catch up with food and drink entrepreneurs just like you.



TUESDAY 18TH JULY 2023

GROWTH LABS

POWERED BY 

0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 FOOD & BEV GOES DIRECT-TO-CONSUMER: HOW SHOPIFY PLUS DRIVES EXPLOSIVE GROWTH

Tom Carew - Superco and Igor Tolkachev - Shopify. Moderated by Tim Richardson - Your Basket is Empty

Calling all aspiring online entrepreneurs! Join this workshop and learn how to sell like a pro with Shopify Plus. Discover the secrets to building a successful e-commerce empire from the comfort of your own home. Gain practical insight on setting up your Shopify store from optimising product listings and driving traffic, to tips on the best place to invest your hard-earned cash. Find out why Shopify is the best choice for food and drink brands and how YOU can use it to maximize your sales potential.

1130 FUELLING DREAMS: UNLEASHING THE POWER OF CROWDFUNDING FOR SUCCESS

Guy Hayler, Leo Castellanos and Morgan Steinfeld - Wavelength

Master the crowdfunding game with our session! Discover how to become "investment ready," create pre-hype buzz, launch with impact, and leverage hundreds or thousands of investors. Join us to unlock the secrets of successful crowdfunding.

1215 LUNCH IN THE MARKETPLACE

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 CROSSING THE CHASM: THE SECRETS OF SCALING YOUR FOOD OR DRINK BUSINESS

Nell Head - FrogHop

Learn how to prepare your food or drink product for manufacturing and distribution in wholesalers and supermarkets. Hear about the five key challenges including adapting your recipe, meeting retailer requirements, optimising margins, finding the right manufacturer and nailing your product's USP. Get practical insights and ask questions in an interactive discussion.

1430 I WISH IT COULD BE CHRISTMAS EVERY DAY - MAXIMISING FESTIVE SEASON PROFITS

Julie Mills - Shrewd Foodie

It's not called the "Golden Quarter" for nothing! Learn about festival marketing strategies, the key to gaining new stockists, clever seasonal innovations and proven techniques to make your brand shine during seasonal periods.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 FIELD SALES: THE CRUCIAL FRONTLINE FOR YOUR BRAND

JME Drinks Consultancy X Bowimi

Jenny Mary Elliot - Consultant, Dominic Bowcock - Bowimi, Belen Sullivan - Della Vite and Michael Wilcox - Halewood

Learn how to ignite your brand growth through field sales with successful bottom-up planning and make this a game-changing channel. Discover how to nail the key techniques to winning new business and the mistakes not to make.

1700 WHOLESALERS UNVEILED: UNLOCKING PROFITABLE PARTNERSHIPS AND BOOSTING YOUR BUSINESS REACH

Gavin McClean - Titan Brands

In this workshop, learn the secrets to securing a coveted listing with a wholesaler and building a fruitful and mutually beneficial relationship. Get a grasp on margin expectations and hidden costs, understand how to successfully activate the wholesaler's sales team to sell your product with passion and get some tips on handling unexpected bumps along the way.

1730 AFTERSHOW DRINKS IN THE MARKETPLACE

Talks are over for the day! Join us in the Marketplace for free beers, great chats and your last chance to catch up with food and drink entrepreneurs just like you.





WEDNESDAY 19TH JULY

POWERED BY GS1 UK



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 BRINGING TEMPEH TO THE MAINSTREAM - HOW WE LAUNCHED INTO TESCO

Chris Kong - Better Nature. Chaired by AJ Sharp - Sharp Relations

Since its founding in early 2019, Better Nature has won six international food-tech competitions, published 4 WIPO patents and has expanded outside of the UK into Germany with a listing in REWE (Germany's 2nd largest retailer). In the UK, Better Nature is listed in over 1,000 retail locations nationwide in retailers such as TESCO, Lidl, Planet Organic and Selfridges. Better Nature is also a best-seller on Amazon UK and is one of Mindful Chef's largest suppliers of plant-based protein. Hear from founder Chris about their inspiring story!

1130 3 WAYS TO KEEP GROWING YOUR E-COMMERCE STORE IN 2023

Adam Pearce - Blend Commerce

In this session, Adam Pearce takes a practical look at three routes to growing e-commerce revenue in 2023, WITHOUT focusing on paid ads. This practical session will take a tongue in cheek, but tip packed approach for food and beverage brands of all sizes.

1215 LUNCH IN THE MARKETPLACE

Visit the catering stand in the marketplace. Gluten-free & vegan options available.

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 STARTUP STORIES - HOW TO LAUNCH A FOOD BUSINESS

Jagir Mankodi - Superfoodio, Shu Han Lee - Rempapa and Tina Chen - Humanitea. Chaired by Eddie Stableford - Brand Clock

Join us for an insightful discussion where seasoned entrepreneurs will guide you through the essentials for launching your own successful food or drink brand.

1430 CREATE STRONGER BONDS WITH YOUR AUDIENCE

Mark Girvan - Buddy Creative

This session will show you how to use 'intelligent thinking' in brand identity creation and how this can create stronger, more meaningful and ultimately, more memorable connections in the valuable mind-space of your target audience. For brands that don't have the larger marketing budgets of the established players within their category, the identity and primary brand touchpoints have to work harder to build these stronger connections.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

WEDNESDAY 19TH JULY 2023

LEADERS' LECTURES

POWERED BY Joelson



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 THE THREE BIG PROBLEMS BEING AN ENTREPRENEUR IN THE INDUSTRY I LOVE (FMCG) AND THOUGHTS ON GETTING AROUND THEM

Anthony Fletcher - Urban Legend. Chaired by Andrew Allen - Consultant

Join Anthony, who was Innovation Director at Innocent, ran Graze for 10 years and is now founder of Urban Legend, as he reveals why so many FMCG businesses struggle to scale. Learn how he overcame obstacles, all about responsive business models, building strong brands, and securing funding. This insightful session will be packed with practical insights to help you thrive in the FMCG world!

1130 RISKING THE INDIE TRIBE FOR THE MULTS - WAS IT WORTH IT AND WHERE COULD IT TAKE YOU?

Pam Digva and James Digva - Sauce Shop. Chaired by Andrew Allen - Consultant

Discover the awe-inspiring journey of Pam and James, who transformed their kitchen table venture into a powerhouse selling over 15,000 bottles of sauce every single day and turning over £4m. They'll share their secrets to success, showcasing how they bootstrapped their way to the top, all while nurturing a loyal customer base in the indies and expanding their reach to conquer supermarket shelves.

1215 LUNCH IN THE MARKETPLACE

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 FROM BEDROOM TO BOG ROLL, GETTING TO 8 FIGURES IN TURNOVER

Julie Chen - Cheeky Panda. Chaired by Andrew Allen - Consultant

From a startup to a £75m success in just five years, this award-winning net-zero business creates eco-friendly tissue alternatives from responsibly sourced bamboo. Their products can be found at Ocado, Milk & More, Boots, Booths, Waitrose, and Whole Foods. Be inspired by Julie's journey and learn from her sustainable business expertise!

1430 HOW WE SELL A CANNED COCKTAIL EVERY 11 SECONDS (POWERED BY THE HUNGRY PODCAST)

Rob Wallis - Moth. Chaired by Dan Pope - Hungry Podcast

Hear from Rob, co-founder of MOTH, the UK's leading premium cocktail RTD brand. MOTH's rapid growth and presence in 2,775 UK supermarkets, popular on-trade venues such as The Hoxton, Camden Roundhouse, Homeslice, and up at 30,000 feet on British Airways and Iceland Air, make them the perfect authority to discuss industry insights, market trends and strategies for success in the premium ready-to-drink cocktail market.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 COOK - HOW WE GOT HERE AND WHERE WE'RE GOING

James Perry - COOK. Chaired by Andrew Allen - Consultant

Hear all about this £100 million family-run ethical business shaking up the UK catering scene with frozen meal vending machines. Discover their incredible success like a 31% sales increase during Easter 2022 and learn about their early design features, survival through the 2008 crisis and their co-founding of the UK's B Corp movement.

0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 UNLOCKING THE SUPERMARKETS: GETTING LISTED WITHOUT BEING EATEN ALIVE

Emma Grant - Bio&Me, Frances Duffy - Simply Roasted and Chester Robinson - Raise Snacks. Chaired by Jason Gibb - Bread & Jam

Are you itching to see your product showcased on supermarket shelves? If so, this session is for you! This insightful panel discussion will reveal how to get your foot in the door, how to navigate the buyer relationship, the big question of offering exclusivity, how to ace your marketing, in-store promotions and more.

1130 THE CHAMPIONS CHANNEL: IS D2C THE PRIMARY ROUTE TO MARKET FOR YOUR BRAND?

Amy Moring - Hunter & Gather, Martin Holden-White - Grubby and Saskia Roskam - The Biskery. Chaired by Oliver Lloyd - Investor and Advisor

This dynamic panel will explore the game-changing advantages of D2C and the power of connecting directly with your customer. Discover which products, categories and formats thrive in D2C. Get practical tips on setting up your e-commerce channel, including costs and recommended tech.

1215 LUNCH IN THE MARKETPLACE

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 PIVOT TO SURVIVE: WHEN TO CHANGE IT UP & TURN FAILURE INTO KEY LEARNINGS

Asher Flowers - Broken Barrier Tequila, Swati Biwal - The Cheeky Food Company and Harry Turpin - The Savourists. Chaired by Sarah Atkins - GS1 UK

"Failure isn't fatal, but failure to change might be." As entrepreneurs, we are familiar with navigating through turbulent times and using failure to grow and evolve. This diverse panel of entrepreneurs will share their stories of transformation, practical strategies and lessons they've learned along the way.

1430 ENTREPRENEURIAL FIRST AID POWERED BY THE UNTOLD PODCAST

Lucy Busk - NICE Drinks, Deepak Ravindran - ODDBOX and Dan Broughton - Grenade. Chaired by Harry Turpin - The Savourists

Feeling burnt out? If your mental health is on the verge of a nosedive, hear from three entrepreneurs about coping strategies, preventative measures and where you can find support from people who really get what owning a brand is like.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 WHAT'S ALL THIS ABOUT PROTEIN? LEVERAGING A CONSUMER OBSESSION

Segun Akinwoleola - The Gym Kitchen, Jac Chetland - SURREAL and Rafael Rozenson - Vieve. Chaired by Harry Turpin - The Savourists

Discover how to harness the current protein craze and captivate the hearts and wallets of health-conscious consumers.

1700 FUNCTION OVER FORM: EXPLORING THE LATEST TRENDS IN FUNCTIONAL FOODS

Lisa Macfarlane - The Gut Stuff, Tatiana Mercer - Three Spirit and Karolina Ba - THEENK TEA. Chaired by Harry Turpin - The Savourists

What does functional food actually mean? Find out all about the latest trend everyone's buzzing about. Where are the opportunities amidst saturation? Learn how to communicate health claims effectively, legally and really resonate with the consumer.

WEDNESDAY 19TH JULY 2023

STARTUP STUDIOS



0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 ADVERTISING: SPEND SMALL. ACT BIG. GET BIGGER.

Simon Hewitt and Ayla de Moraes - Orange Panther

When your product gets onto the shelves of a few test stores, how do you give it the best chance of going national? Advertising can be the key, but you need to make bigger noises in smaller areas. Meet OPC and learn how to maximise your swagger.

1130 HOW CAN YOU WORK WITH MANUFACTURERS DURING A COST OF LIVING CRISIS?

Simon Bishop - SHFoodie

Amidst the crazy cost of living crisis, along with supply chain and pricing issues, teaming up with manufacturers can be a real roller coaster ride. But fear not! This workshop will explore how you, as a small brand, can make the most of out this situation and not get burnt. Simon will uncover the range of opportunities available to challenger brands, the hidden costs and understanding the power dynamics.

1215 LUNCH IN THE MARKETPLACE

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 PR & MARKETING HACKS: THE SECRETS TO GROWING YOUR BRAND

AJ Sharp - Sharp Relations

This workshop will delve into the power of great PR and marketing in propelling your brand to new heights and captivating your target audience. Supercharge your brand's visibility with proven strategies that amplify brand awareness, improve engagement and skyrocket reach. Uncover the techniques that top brands use to create a buzz and grow a loyal following and learn how to optimise your communications to connect with your customers on a new level.

1430 HOW CAN YOU GET LISTED WITH WHOLE FOODS MARKET, PLANET ORGANIC AND SELFRIDGES?

Emily Boyce - Sweet Thyme Foods

Gain valuable and practical tips on securing coveted listings with these esteemed speciality retailers in this must-attend workshop. Discover how to find the right buyers, the secret to compelling approaches and pitches, and nurturing lasting relationships that drive growth. Learn the ins and outs of the logistics involved in supplying these retailers and get some clarity on the costs involved.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 HOW TO CREATE A DISRUPTOR BRAND

Eddie Stableford - Brand Clock

Eddie will present a whistle-stop tour of brand theory and share a number of techniques that can make your brand stand out from the crowd - both to consumers and potential stockists - along with the key aspects to consider when shaping and defining a product concept. He will present a summary of current food and drink trends and discuss the importance of looking forward rather than just the present when bringing a new product to market.



WEDNESDAY 19TH JULY 2023

GROWTH LABS

POWERED BY 

0900 BREAKFAST NETWORKING IN THE MARKETPLACE

Complimentary tea & coffee available

Arrive promptly to kick off the Festival with our breakfast networking session where you can get ahead of the game by making key connections over complimentary breakfast brews and booking your Tasting Panel & POD POD time slots.

1030 FOODSERVICE 101: WHAT DO YOU NEED TO KNOW TO BREAKTHROUGH?

Dan Head - Headway Foodservice

Discover the vast opportunities in the £57bn UK foodservice industry. Learn if your product fits this market, target the right sectors, find suitable wholesalers, and learn how to create a strategic plan. Understand pricing, logistics, packaging, accreditation, and how to approach key targets. Explore post-launch strategies, promotions and marketing, leveraging the changes brought by COVID-19. Join us to unlock success in the thriving foodservice sector.

1130 EUROPE AND BEYOND - 5 STEPS TO EXPORT SUCCESS

Sandra Sullivan - FDEA

Discover the opportunities, challenges, and strategies involved in taking your brand global. From market research to logistics, packaging to regulations, this session will cover key considerations for success.

1215 LUNCH IN THE MARKETPLACE

Join us in the Marketplace where lunch will be served until 1330. Take a moment to engage with a curated group of industry experts and service providers, focused on supporting challenger food and drink brands with great ambitions.

1330 HOW TO GUARANTEE ROI THROUGH THE POWER OF PACKAGING

Samantha Murphy - Sealed Air

Get ready for an exciting session on the magic of packaging! Join us as we explore five key aspects of packaging: Market penetration, revenue/profits, brand loyalty, social media and scalability. Samantha will share practical examples and reveal how packaging can work wonders for your brand. Get ready to unlock the potential of your packaging and take your business to new heights!

1430 THINK LIKE AN ICON - HOW TO MAKE CRAZY MOVES AND ESCAPE THE COMPETITION

Alex Smith - Basic Arts

The big difference between average brands and iconic ones? Bravery. What does it take and how can you make wild decisions with confidence and conviction that leave your so-called competitors in the dust? How can you unlock the certainty and creativity that this kind of behaviour requires? This session will show you - leaving you inspired to create something truly extraordinary.

1515 TEA TIME NETWORKING IN THE MARKETPLACE

Time to make more connections! Head to the Marketplace to get to know hundreds of fellow food founders on the same journey. Don't forget to pop to the Producers' Shop to see what's on offer and add your products to the mix too.

1600 WORKING WITH SUPERMARKETS: TIPS, TRADE SECRETS, & WHAT YOU MIGHT MISS

Karen Green - The Food Mentor

Join this lab to master the art of securing supermarket listings. Learn how to find the right buyer, how to craft a killer pitch and, most importantly, secure a yes from the buyer. Find out about "launch and love": (the critical first two weeks of launch), strategies for ongoing category growth and building lasting relationships, even amidst buyer changes.

1700 PARTY IN THE FRONT, PARTY IN THE BACK: GET YOUR LABEL RIGHT

Asset Research X Froghop

Tessa Stuart - Asset Research and Luke Turner - Froghop (co-presentation)

Don't skimp on the label! Getting your labelling right is absolutely crucial as it serves as the face of your brand and communicates essential information to consumers (nutritional facts, allergens, certifications etc). Don't underestimate the impact of getting your label right - it can be the key to attracting customers, driving sales and fostering long-term loyalty.

