

**FOOD MATTERS** *live*

# TASTES OF BETTER

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**Ascot VIP Preview**

10-11 October







# Welcome

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Welcome to the event preview for Tastes of Better at Ascot racecourse on the 10th and 11th of October.

Use this preview to get a flavour of what each of our partners are planning to serve and talk about, so you can build your personalised tasting schedule for the day. You can also select some insights sessions to attend across the two days.

## Be inspired

As a VIP you will be handed your bespoke agenda on arrival.

With a huge thanks to our lead ingredient partners, AAK, Azelis, Beneo, Edlong, IFF and Tate & Lyle, we look forward to welcoming you to Ascot on 10th and 11th of October for two days full of inspiration.

Tastes of Better brings you together with brands, manufacturers, foodservice, retailers and QSRs to explore how you can connect, collaborate, evolve and innovate.



**Briony Mansell-Lewis,**  
Managing Director, Food Matters Live



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# Partner Tastings

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A glance at what the partners have in store for VIP guests sums up what Tastes of Better stands for - innovative ingredients, teamed with valuable insight, in a relaxed and intimate atmosphere.

# Food Innovations Insights

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The Innovation Insights sessions at Tastes of Better are your chance to stay ahead of the curve by tapping into leading-edge thinking and emerging trends in food and drink innovation.

Through topical trends panels, a stellar line-up of expert speakers from brands like Costa, KFC and Holland & Barrett will share practical advice and actionable insights to achieve innovative solutions.







## From fat to fabulous

**AAK** will present an array of solutions tackling everything from HFSS to the Cost of Living - as well as introductions to fats and oils technology with a virtual reality tour of the factory.

AAK's sessions will be of interest to anyone planning to reformulate products in the future, with its techniques showed off by a wide range of sweet treats, like melt in the mouth vegan cheesecake with gooey vegan caramel sauce. Savoury examples will include vegan pate and fishless fish fingers. It will also showcase a range of oil formats, including pumpable liquid crystalline, emulsions, dispersions, powders, flakes and granules.





## Going on a multi-sensory journey

**Beneo** sessions will open with a bistro vibe, including vegetarian fish on a bed of seaweed and leeks with baby herbs. That will be followed up by reduced sugar treats, like chocolate and muffins.

As a VIP guest you can enjoy eating Beneo's latest tasty innovations while listening to insight into the development process.





## Expect the unexpected

**Edlong's** theme for the day is 'Expect the Unexpected' - and everything else is being kept top secret.

So while guests can expect plenty of tasty and intriguing food, the best way to find out exactly what Edlong has planned is to discover for yourself!





## Fortifying your food with fibre

If you're thinking sugar, think again. **Tate & Lyle** is excited about its new developments with fibre, and will explain exactly why.

Fortifying with fibre is becoming increasingly popular with consumers (and marketing departments) and Tate & Lyle will show why their fibre solutions are perfect to fortify your product.



Add **one** of these insights sessions to your itinerary on 10 October

Panel 1

9:30 - 10:30

**Macro trends 2024: how will they shape and influence consumer behaviour, tastes and buying decisions?**

**Moderator** Mike Adams, Head of Product Innovation, Campden BRI

**Panel speakers include:**

Jules Greene, Insights and Qualitative Specialist, Good Sense Research  
Clara Mombeshora, Senior Consumer Insights Manager, Europe, Tate and Lyle  
Ronald Nyakairu, Head of Insights & Analytics, Local Data Company  
Robert Pyle, Partner, Strategy, EY-Parthenon

Panel 3

14:15 – 15:15

**The new food design ecosystem: the innovative and emerging trends driving sustainable food and drink solutions**

**Moderator** Mike Adams, Head of Product Innovation, Campden BRI

**Panel speakers:**

Joanne Lunn, Partner & Senior Ethics and Sustainability Manager, John Lewis Partnership  
Julie Owst, Head of Sustainability, Bidfood  
Anne Simonnet, Sustainability Director, Compass One, Compass Group



Ronald Nyakairu



Cathy Goodwin



Joanne Lunn



Jules Green



Saquib Ramday



Julie Owst



Anne Simonnet

Panel 2

10:45 - 11:45

**Addressing affordable food nutrition through innovative NPD**

**Moderator:** Jules Greene, Insights and Qualitative Specialist, Good Sense Research

**Panel speakers include:**

Cathy Goodwin, Head of Food Innovation, Costa Coffee  
Jo Tivers, Head of Food and Quality, KFC UK & Ireland  
Saquib Ramday, VP, Head of Category Development & Planning, Europe, Tate & Lyle

Panel 4

15:30 – 16:30

**Consumer-driven Better-for-You solutions:  
Navigating emerging trends and meeting increasing demands for affordable healthier choices**

**Moderator:** James Halliwell, Business Editor, Food Matters Live

**Panel speakers include:**

Penny Willson, Head of R&D Innovation, Britvic  
John Feeney, Culinary & Innovation Director Europe & Africa, Griffith Foods  
Gail Stevenson, Insight Partner - Health & Sustainability, Tesco  
Fiona Argus, Head of Regulatory, Britvic



## From fat to fabulous

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It will also showcase a range of oil formats, including pumpable liquid crystalline, emulsions, dispersions, powders, flakes and granules.





## Making tasty food healthy and healthy food tasty

**Azelis** will showcase a range of innovative solutions in the shape of brunch and afternoon tea. Think pancakes with sausage and maple syrup for brunch, Korean beef and spicy mayo for afternoon tea, and much more.

Every dish will demonstrate improve nutrient profiles, sustainable sourcing, and cleaner labels.





## A trip around the world

IFF's theme is 'Race Around the World' and its menu does exactly that, galloping through a range of dishes inspired by Korea, Argentina, Vietnam and Puerto Rico.

Previous IFF sessions at Tastes of Better have proved popular because of their beautifully presented and delicious tasting menus, combined with succinct but informative insight into how they were made. Ascot promises to be the best one yet.





Add **two** of these insights sessions to your itinerary on 11 October

#### Panel 5

9:30 - 10:30

### **Macro trends 2024: how will they shape and influence consumer behaviour, tastes and buying decisions?**

**Moderator:** Bertrand Emond, Culture Excellence Lead, Campden BRI

**Panel speakers include:**

Edward Bergen, Senior Analyst: Food & Nutrition, FutureBridge

Devin Chohan, Managing Director, Brand to Buyer

Vincent Mathys, EUROPE Marketing Director, IFF Nourish

#### Panel 7

14:15 – 15:15

### **Allergens: strategies to better protect consumers - the latest research, rules and regulations**

**Moderator:** Sterling Crew, President, Institute of Food Science and Technology

**Panel speakers include:**

Caroline Benjamin, Founder, Food Allergy Aware

Olayemi Fashesin-Souza, Regulatory Manager, The Food and Drink Federation

Marc Warde, Restaurateur and Director, Niche Food & Drink Ltd and Niche

Free-from Kitchen



Vincent Mathys



Edward Bergen



Devin Chohan



Caroline Benjamin

#### Panel 6

10:45 – 11:45

### **Presentation and Q&A: Navigating the future of food: Taste innovation in an increasingly volatile world**

**Moderator:** Bertrand Emond, Culture Excellence Lead, Campden BRI

Edward Bergen, Senior Analyst: Food & Nutrition, FutureBridge

#### Panel 8

15:30 – 16:30

### **Addressing affordable food nutrition through innovative NPD**

**Moderator:** James Halliwell, Business Editor, Food Matters Live

**Panel speakers include:**

Mike Faers, CEO, Food Innovation Solutions

Sterling Crew, President, Institute of Food Science and Technology



# Testimonials

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## Senior Brand Manager – Nutrition, **Unilever**

Thanks for reaching out and for the invite! We found the session very insightful, learnt about some new techniques that are close to our hearts as innovators – specifically natural shelf life preservation techniques, moving beyond plant-based protein agriculture and of course the overall focus on great plant-based meat alternatives. I found it inspiring and it was helpful as a networking opportunity also.

## Category Marketing Manager, **Kavli**

We enjoyed how personal / tailored this food matters live was. My colleague and I had previously attended your trade show in London 2019. We felt this show gave us a better opportunity to network and connect with new suppliers.

## Development Manager, **Moy Park**

I think the organisation and content were great. All companies have done a fantastic job. We felt like it was a good use of our time.

## Innovation & Development Manager, **Moy Park**

Thank you for all the organising, we found the event really useful. I thought all the companies presentations were really well thought out. The right number of products/amount of info.

At first I thought it would have been good to have some stands that we could walk around freely between sessions but actually, I further thought

## Head of Nutrition & Dietetics, **Sodexo**

Yesterday was a great event – really insightful, engaging demonstrations and overall very well organised. The venue was great too and the location was easy to get to.





# Attendee Breakdown

## Teams attending include

Abergavenny Fine Foods | Bidfood | BOL Foods  
| Brioche Pasquier | Britvic | City Dietitians  
| Compass Group | Costa Coffee | Creed  
Foodservice | Evolution Foods | Fiddes Payne  
| Fresh Fitness Food | Gosh! Food | Herbalife |  
Holland & Barrett | Huel | KFC  
| Little Moons | Mars | McDonald's | Mizkan  
| Mondelez | Mueller | Nomad Foods  
| Nurture Brands | Organix | OTC Beverages |  
Park Cakes | Pladis | Premier Foods | Redefine  
Meat | Starbucks | Subway | Tesco | The Dairy  
Collective | Twinings | Ugo Food Group |  
Unilever | Waitrose



# Job titles include

Assistant Brand Manager  
Brand Manager  
Category Manager  
CEO  
Chief Innovation Officer  
Company Nutritionist  
Development Chef  
Development Manager  
Development Technologist  
Dietitian  
Director  
EMEA Nutrition Lead  
Food Developer  
Food Development & Nutrition Assistant  
Food Product Developer  
Founder  
Global Nutrition Manager  
Group Marketing & Communications Brand Manager

Group Marketing Director  
Head Development Chef - Grocery  
Head of Food Innovation  
Head of Food Quality  
Head of Innovation  
Head of Nutrition  
Head of Product Development  
Head of Product Innovation  
Head of Product Insight  
Head of Sustainability  
Head Of Technical & Product Development  
Health Nutrition & Social Impact  
Group Marketing and Communications Director  
Innovation Controller  
Insight Partner for Fresh)  
Insight Partner for Healthy & Sustainable Diets

Innovation Manager  
Lead Development Chef  
Marketing Manager  
New Product Development  
NPD & Brand Manager  
NPD Assistant  
NPD Manager  
NPD Manager- Brand & Innovation  
Nutritionist  
Product & Sustainability Manager  
Product Developer  
Product Development Manager  
Product Director  
Product Manager  
Product Technologist  
QA Technician Nutrition & Regulatory  
Quality Technician

R&D Director  
R&D Manager  
Regulatory & Scientific Affairs Senior Manager EMEA,  
Senior Category Manager – Bakery & Treats  
Senior Ethics and Sustainability Manager, Health  
Senior European Brand Manager  
Senior Nutrition Manager  
Senior Nutritionist  
Senior Principal Scientist  
Senior Product Manager  
Senor Technical Manager  
Sustainability & Ethics  
Sustainability Director  
Technical Director  
Technical Manager



# What to expect as a VIP

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Across both days of **Tastes of Better**, the innovation partners will run a rolling programme of one-hour tasting sessions full of technical insights.

There a 15 minute break between each session, where you are invited to network in the central event hub.

Each partner will run the same presentation and tasting 5 times throughout the day. **As a VIP, to ensure that you get to experience the solutions from each innovation partner, you should only attend one tasting session from each partner during each day.**

## Insights sessions

Alongside the tasting and technical sessions, VIPs may choose **one insight session** to add to their itinerary on **10 October**, and **two insight sessions** to add to their itinerary on **11 October**.

## Your personalised itinerary

As a VIP, you can create your own itinerary for both days via our online booking platform where you can select your sessions.

The Food Matters Live team will be on hand to help curate your schedule and you will be provided with a printed itinerary upon registration.

## End of day networking drinks

Each day will conclude with networking drinks so you can carry on conversations with ingredient innovators and meet with your industry peers.

Food Matters Live operates a zero-food waste policy. Please understand that Tastes of Better partners cater for the final event numbers. Food Matters Live also provides VIPs with a delegate lunch and refreshments, also ordered in line with final numbers. Failure to attend on the day will result in significant food waste across the event and may incur a charge as a result.

# Programme

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09:30 - 10:30

## First Session

10:45 - 11:45

## Second Session

12:00 - 13:00

## Third Session

13:00 - 14:15

## Networking Lunch

14:15 - 15:15

## Fourth Session

15:30 - 16:30

## Fifth Session

16:30 - 17:00

## Networking drinks



# Getting There

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## By train

South Western Railway runs a frequent service to Ascot from both Reading, Guildford and London Waterloo. The average journey time is 27 minutes from Reading and 52 minutes from Waterloo. The railway station is a seven-minute walk from the racecourse, via a spacious paved path away from roads.

## By car

### From London & The North

M4 Junction 6 onto the A332 Windsor by-pass and follow the signs to Ascot.

### From the West

M4 Junction 10 to the A329(M) signed to Bracknell and follow the signs to Ascot.

### From the South & East

M3 Junction 3 onto the A332 signed to Bracknell and follow the signs to Ascot.

### From the Midlands

M40 southbound, Junction 4. Take the A404 towards the M4 (Junction 8/9). On the M4 head towards Heathrow/London. Leave M4 at Junction 6 and follow the A332 Windsor by-pass to Ascot.

Parking is free-of-charge. **Please ensure you park in Carpark 2.**





10-11 October | Ascot

# We look forward to welcoming you to Tastes of Better

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If you have any questions about attending the event,  
please contact [sarah.creber@foodmatterslive.com](mailto:sarah.creber@foodmatterslive.com)

**Register to attend**