

Member Day: Made to order – personalising food & drink for health and preference

18 October 2017

Programme

09.00 *Registration refreshments and networking*

09.30 **Welcome to Leatherhead and introduction to Member Day**

Chris Wells, Managing Director, Leatherhead Food Research

09.50 **Fad or trend – what do consumers want when it comes to personalisation?**

Chris Wells, Managing Director, Leatherhead Food Research

From putting someone's name on a cake, to using real-time health diagnostics for nutritional recommendations, food and beverage personalisation is ripe for innovation. Our latest consumer research reveals three distinct pillars and two routes to personalisation. Chris will explore Leatherhead's view of personalisation as well as highlight products/services we think will be a fad and which areas offer the greatest opportunity for development.

10.45 **Standing on the shoulders of giants – what can other industries teach us?**

Personal care

Dr Neil Campbell FRSC, Vice President of FMCG\CPG, Sagentia

For many personal care brands their traditional interaction with consumers is frustratingly detached. In general, consumers choose these products by trial and error and the brand owners cannot reach the consumers at the point of sale. There is another way. Neil will explore how digital diagnostic devices can open the door to better, more personalised dialogue between brands and consumers as well as unlock opportunities for new product development strategically aligned with consumer needs.

Medical

Dr Nicholas Collier, CTO Medical, Sagentia

Revolutions in science and technology ranging from the advent of wearables through to DNA sequencing are making healthcare more personalised than ever before, with a view to achieving better outcomes. Nick will identify both enabling technologies and challenges to be overcome in order that personalised medicine becomes mainstream.

11.45 *Refreshments and networking*

Continued overleaf

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12.15 **The rise of premium and super-premium**

Michael Zeitlyn, Managing Director, Oakland Innovation

The goals of mass customisation and personalisation in food, beverage and closely adjacent markets are a significant focus for those driving the innovation agenda. Sustainable success at scale has been relatively limited with premium positioning often needed in order to carve out sufficient margin. Michael will look at examples in the market and what can be learnt from these initiatives.

12.45 *Lunch, tours and networking*

14.00 **Interactive sessions (choose two to attend)**

▢ **Personalised nutrition – NEW!**

Jenny Arthur, Head of Nutrition & Product Development, will take a look at personalised nutrition and explore how nutrition and consumer trends will translate into products

▢ **Experience a virtual reality environment – NEW!**

Give our new virtual reality set a try and experience an immersive environment. Silvia Peleteiro, Consumer, Sensory & Market Insight Manager, will explore how VR can be used to tap into people's emotional responses to evaluate if the personalised product achieves the desired effect

▢ **Regulatory challenges to mass customisation/personalisation**

Ingredient permissibility, nutrition labelling and health claims – Simon Linsley and Annie-Laure Robin from our global regulatory team will discuss some of the key challenges companies need to consider from an EU and US perspective

▢ **Serving up solutions for a changing consumer**

Emma Gubisch, Marketing Insight Manager, will explore the key findings from Leatherhead's previous international research into consumer eating and drinking trends

15.30 *Close*

(Tour of science labs and sensory facilities (optional))