

THURSDAY 25 OCTOBER

10:00 > 11:00

Guided tour ALTERNATIVE INGREDIENTS

Are you sensitive to sustainable development, curious to discover new superfoods or fond of vegetable proteins and other food alternatives? These guided tours are made for you!

Speakers: NUTRIMARKETING

10:15 > 11:00

Should packaging adapt to the new circuits of distribution?

 translated in 

The mutation of distribution channels have led manufacturers to think about new suitable packaging, to adapt to this changes while maintaining its purpose of protection, information, use, etc.

Speakers: Jocelyne Ehret (*Packaging Strategist, The Right Packaging*), Blandine Lagain (*Packaging project manager, Breizpack*)

11:00 > 12:00

Distribution channels changes translated in

Consumer expectations for time savings and efficiency are increasingly demanding and the distribution channels must adapt. Drive, box subscriptions, on-the-go consumption and home delivery: what are the new food distribution means?

Speakers: Gilles Raison (*Managing Director, Just Eat France*), Sébastien Monard (*Marketing & Communication Director, Nielsen*)

12:00 > 12:45

The rise in short circuits

More and more, customers want to buy a product close to where it was produced. Stores run by the producers, online platforms, (...) there are many different emerging direct-sales methods. What are the reasons to this increase? What is the existing offer on the market?

Speakers: Sandrine Doppler (Consulting specialist regarding short circuits and local food, Cannelle Innovation), Giulia and Caterina Tazzioli (Founders of Sorelle In Erba)

12:45 > 13:15

Clean Label initiative translated in

Consumer expectations for Clean Label are increasing and involve both naturalness and health. It is not only a matter of removing undesirable ingredients, the new challenge is to develop sustainable offers that are good for people and the planet, all at a competitive price!

Speaker: Anne Françoise Ravalet (Specialist New Business Development & Communications, Daymon Worldwide)