

Food Matters Live 2016

food matters **live...**

Tuesday 22nd - Thursday 24th November 2016
ExCeL, London

Food Matters Live is an annual event which brings together the food and drink industry, retailers, foodservice providers, government and those working in nutrition and health.



"I like it very much because it's different to many other shows, more interactive and engaging."

Oliver Wolf, Head of Global Marketing & Communication, Gelita

Food Matters Live 2016 at a glance...

15,000
unique attendees

17

live
conference
debates

400
speakers

600
exhibitors

100's
of one-to-one
networking
meetings

Meet the
Buyer
Programme

80
seminar
sessions

Over
25%
of visitors
attend
2 or more
days

Food Matters Live 2016



The Food Matters Live Conference 3 days - 80 influential speakers

A rich and varied conference programme featuring high profile figures from across government, industry, science and health will address the complex relationship between food, health and nutrition in 17 thought-provoking debates.

8 dedicated seminar programmes featuring 300 expert speakers

Seminars at Food Matters Live offer a unique learning opportunity combining practical and applied advice with case-studies based on real-life experiences.



Meet the Buyer programme

Over 500 networking meetings took place at Food Matters Live 2015 with key category buyers from food and drink manufacturers, retailers and foodservice operators. Participants in 2015 included: **NutriCentre**; **Tesco**; **Ocado**; **Marks & Spencer**; **Hider Foods**; and many more.

Themed visitor attractions

Food Matters Live plays host to a number of themed visitor attractions, bringing to life the learning from the conference and seminars through a series of interactive demonstrations, tastings and talks on the exhibition floor. These include:



Innovative Ingredients features the latest innovations in natural, functional and alternative ingredients through a series of demonstrations, talks and presentations.

Sustainable Edibles

examines the nutritional and sustainable benefits of alternative food sources, making the connections between sustainable food production, consumption and nutrition.



The Evidence Base

showcases the nutritional science behind the development of re-formulated food and drink and brand new product concepts for health and wellbeing through interactive talks and tastings.

NEW
for 2016

The **Nutraceuticals Showcase** will highlight some of the latest and most innovative dietary supplements and functional foods.

Food Matters Live 2016

Food Matters Live 2016 presents an opportunity for exhibitors from the ingredients world to showcase their products in novel and interactive ways. **At Food Matters Live 2015....**



Pure Circle hosted a **Stevia Knowledge Hub** - an interactive area hosted by experts from the Pure Circle application lab to provide advice, answer questions and give application and taste demonstrations.



LoSalt held daily cookery demonstrations and tastings giving visitors the opportunity to compare low sodium food against food cooked using regular salts.

Live cookery demonstrations on the **Roquette** stand demonstrated how to develop healthier products while preserving taste with the application of algility HL algal flour.



GNT invited visitors to take a journey through the world of colour with a hands-on sensory experience, unveiling key consumer insights along the way.



The exhibition will include a number of themed areas:

Featuring world-class institutions, the **Research Pavilion** connects research-led organisations with the food and drink industry in order to drive sustainable food production and develop novel, healthy foods. Sponsored by: **TESCO | Food Academy**

tescofoodacademy.com

To highlight the innovation in food and drink taking place around the world, Food Matters Live plays host to **international pavilions** showcasing functional and natural ingredients; 'better for you' food and drink; and science and research.



The **Free-From Zone** highlights the latest innovations and new product development in the rapidly growing free-from market.

**NEW
for
2016**

The **Development Zone** has been introduced to provide opportunities for emerging business, between 2 and 5 years old, to showcase their latest products and services in food and drink, health, nutrition and sustainability.

Sponsored by the Unilever Foundry, the **Enterprise Zone** is designed for companies two years old or less providing a unique opportunity for start-up businesses to showcase their new brands and product launches. Sponsored by:



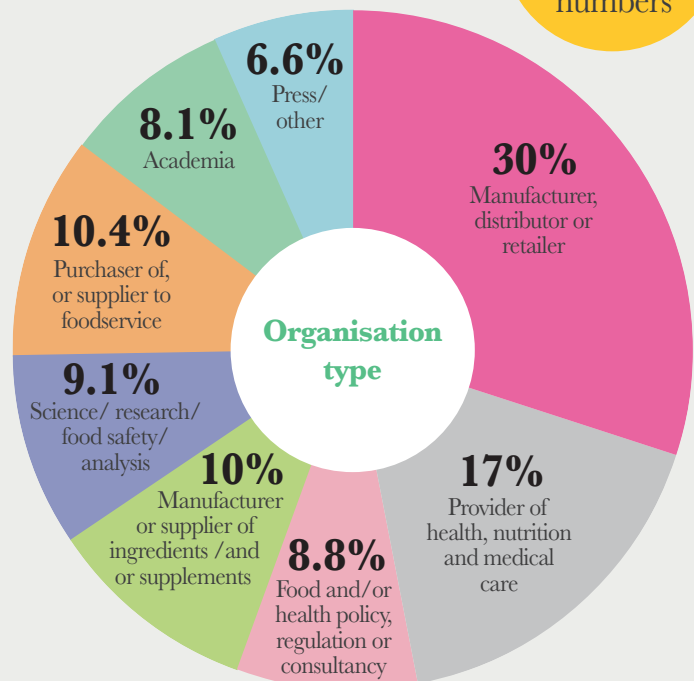
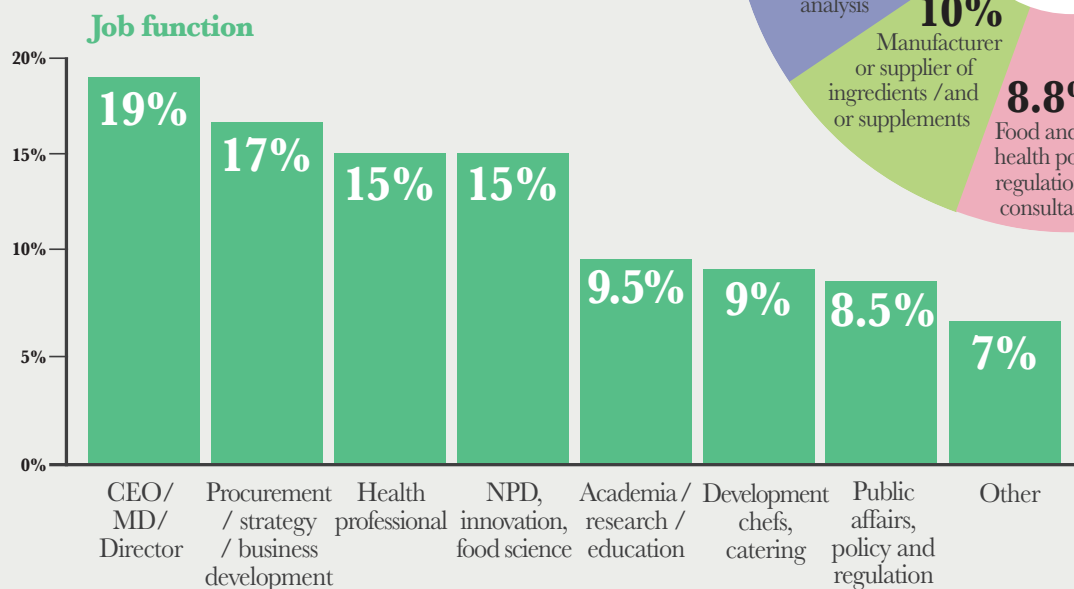
Grow your business in the **Growth Lab** which provides access to business advisers offering expertise on NPD, innovation, funding, trademarks, retail and more.



Who attended Food Matters Live 2015?

40%
increase
in visitor
numbers

Food Matters Live 2015 brought together over 10,000 visitors from across the food and drink industry, nutrition and health.



Visitor organisations included:

Food, drink and nutraceutical manufacturers:

- Premier Foods
- Nestlé UK
- Burton's Biscuits
- Allied Bakeries
- Baxter Storey
- William Jackson Food Group
- Lucozade Ribena Suntory
- Weetabix
- 2 Sisters Food Group
- Unilever
- Dr. Schär UK
- GSK
- Kellogg Company
- KP Snacks
- Mead Johnson Nutrition
- Müller-Wiseman Dairies
- United Biscuits
- Danone Nutricia Early Life Nutrition
- Britvic
- Greencore
- Merck Group
- PharmaCare Europe

Retailers and foodservice providers:

- Tesco
- Selfridges
- Marks & Spencer
- Sainsbury's
- ASDA
- Harrods
- Iceland
- Nutricentre
- Lidl UK
- Holland & Barrett
- Boots
- G&G Vitamins
- Planet Organic
- The Co-operative Food
- Waitrose
- Whole Foods Market
- Metcalfe's
- McDonalds
- Sodexo
- Compass Group
- Brakes
- apetito
- Bidvest
- Ocado

What our exhibitors have to say...



The last two days have been really interesting because of the diversity and amount of people we have had coming to our stand.

Jeroen A. van Gennepe,
Sales and Market Development
Manager, AkzoNobel



Finally a great exhibition in the UK from a technical, commercial and QA angle with a varied mix of local and international attendees - we will be signing up for next year.

Kavan Ranasinghe,
Managing Director,
Nutraceuticals Ingredients Group



Our time at Food Matters Live has been fantastic with high quality and diverse visitors.

Andie Long,
Manager - Marketing
and Sales, AstaReal



We were really pleased with the support we received from the team to make our presence at Food Matters Live a success. The friendly and helpful team made our stay go very smoothly. We made some good contacts and welcomed a number of interesting and worthwhile visitors to our stand. It is a varied event with many different things to learn and see, and this is its strength and unique selling point.

Francesca Woodhouse,
Communications Consultant,
British Fruit Juice Association



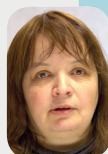
Food Matters Live created a unique opportunity for Univar to engage with innovative food manufacturers and retailers to enhance our understanding of their ingredient needs and provide practical solutions to support the development of new products. Over the course of the three days, we gained a valuable insight into the challenges that face our customers as they seek to meet the needs of today's consumers and established new relationships and business opportunities to progress in 2016.

Paul Harvey,
UK & Ireland Area Business
Manager, Univar Food Ingredients



Food Matters Live offers us a platform to meet dietitians and nutritionists – the people who people with high blood pressure are asking how they can reduce their blood pressure and how they can reduce their salt when they like the taste of it.

Caroline Klinge,
Technical Manager, LoSalt



This is a really good place to put the name on the map in the UK.

Valerie Barfoot,
BDM – Nutrition Business Unit, Roquette

Benefit from an extensive marketing campaign

Exhibiting at Food Matters Live 2016 provides you with many promotional opportunities and benefits, including:



Table Talk is the newsletter from Food Matters Live, regularly featuring news from our exhibitors and reaching over **150,000** professionals each week.



A multi-channel social media campaign runs across **Twitter**, **Facebook** and **LinkedIn** with a combined total of over **8000 followers** – a **179% increase** compared to 2014. Food Matters Live hosts regular **Twitter debates** throughout the year covering key issues connected to the event.

The website **www.foodmatterslive.com** received **641,360 page views** throughout the 2015 campaign – **an increase of 75%** compared to 2014. Every exhibitor receives an **online profile** for buyers and industry professionals to view.

Maximum media coverage – Food Matters Live invests in an extensive advertising and PR campaign working with key trade and national press, including advertisements, editorial features, exhibitor interviews, event previews, reviews and live broadcasting from the event. The campaign includes coverage in:

THE CATERER

THE WORLD OF
food ingredients

The Grocer

food ingredients 1st

CN
NUTRITION

BDA
The Association of UK Dietitians
DIETETICS TODAY

NUTRA
ingredients

FOOD
navigator.com

FOOD
manufacture

FOOD & DRINK
BUSINESS EUROPE

Join the conversation:



@foodmatterslive



www.foodmatterslive.com/linkedin



www.foodmatterslive.com/facebook

For further information about exhibiting or sponsorship opportunities please contact us:

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The Food Matters Live **Event Preview** is sent to over **150,000 professionals** including all registered visitors.

industry
BRIEFINGS

food
matters
live...

A series of **industry briefings** providing expert advice on a number of important issues for professionals working in the food and drink industry run throughout the year.

A targeted email campaign reaches over **300,000 professionals** per week in the lead up to the event.

A dedicated VIP campaign targets key category buyers and industry professionals from across the food, health and nutrition sectors.

Connect with buyers before the event begins - arrange meetings with buyers through the Meet the Buyer Programme and Enterprise Europe networking meetings.

meet the
BUYER

food
matters
live...