

FOOD MATTERS LIVE – 22-24 November – ExCeL, Londres

Food Matters Live is quickly establishing itself as the UK's leading event for companies involved in food and drink, ingredients and nutraceuticals.

Research Pavilion

The Research Pavilion houses world-class institutions including many of the food sector's research, testing and analysis organisations as well as the stand out academic institutions.

From business consultancies and research, skills and training providers to suppliers of diagnostic solutions and analytical instrumentation – the Research Pavilion connects research-led organisations with industry.

International innovation

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

Food Matters Live 2015 hosted a number of international pavilions which are returning in 2016 including Holland, Germany, Belgium, Wales, Denmark and Italy.

The Enterprise Zone

The Enterprise Zone showcases the most cutting edge innovative solutions from start-up businesses promoting their latest food and drink products and services.

Themed areas

The Food Matters Live exhibition incorporates several themed areas. The areas below are all returning to the exhibition for 2016.

Free-from Zone

The Free-from zone provides exhibitors connected to the rapidly expanding free-from sector with a branded area to highlight latest innovations and new product development. Companies involved within the Free-from Zone in 2015 include the likes of Conscious Chocolate, Aduna and Ombar Chocolate.

Drink Well

Drink Well is a dedicated area of the exhibition, showcasing 'better for you' drinks - from the naturally functional through to reformulated brands. This bespoke area enables visitors to taste and learn more about the nutrient profiles of a range of soft drinks.

Frozen Zone

Innovative products in the frozen food sector are showcased in this dedicated area within the exhibition. Supported by the key industry players, the zone provides visitors with the opportunity to understand the nutritious benefits of frozen food.

Tea Garden

The Tea Garden at Food Matters Live provides a dedicated area promoting the natural properties and health benefits of tea. Tea Garden is a unique opportunity for companies to talk to the Food Matters Live visitors about their product portfolio and share the history of tea. This interactive space provides companies with the opportunity to run tasting sessions and demonstrations explaining the science and health benefits of a variety of different blends of tea. Companies involved in 2015 included Finlay Tea Solutions, Tetox and Twinings.

Development Zone (New for 2016)

The Development Zone – new for 2016 – has been introduced at Food Matters Live 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.

The Development Zone will house companies that are now becoming established in the market and are keen to be surrounded by their peers. This newly established zone within Food Matters Live is designed to promote innovation and emphasise the important place these businesses have in the market.

Conference

The Food Matters Live 2016 Conference will address the political, social and economic issues surrounding the complex and challenging relationship between food, health and nutrition.

70 leading figures from across government, industry, science and health join renowned commentators and chefs to explore the drivers for increasing the availability and consumption of nutritious food and drink, while also making the important connections between diet, population health and a sustainable, resilient food system.

The 2016 conference programme will be available in due course.

Seminars

The Food Matters Live seminars are structured around eight individual themes and offer visitors an unparalleled learning opportunity. Featuring more than 300 expert speakers in over 80 seminar sessions, they provide practical advice based on real-life experiences and case studies. The seminars are also free to attend and available on a first come, first served basis:

Innovations in nutrition for health and wellbeing

Featuring expert speakers discussing latest nutritional developments for infants and mothers, healthy ageing, digestive health, heart health, weight management, immune health, cognitive health and performance and sports nutrition.

Sugar, salt and fat: strategies to reduce consumption

These seminars explore the policy, science and industry best practice enabling developments in sugar, salt and fat reduction as well as strategies to improve consumer awareness and influence dietary behaviour.

Free-from, allergy and intolerance

With retail sales for the free-from category expected to reach over £38 million by 2018, this seminar programme brings together experts to discuss consumer demand and dietary requirements for free-from food and drink. It will also showcase the latest technical innovation in product development.

Improving nutrition in the community

Nutrition in community settings and groups is varied and complex issue involving a multi-stakeholder approach to ensuring nutritional standards are met. This series of seminars will address both the challenges and opportunities of improving nutrition across different community settings.

Sustainable food business

This series of seminars will focus on practical solutions to enable a sustainable and competitive food and drink industry, making the connections between food, nutrition

and the environment and featuring speakers from government, trade bodies and industry.

Future nutrition: advances in science and technology

Covering personalised nutrition, medical foods and the role of pharma foods, experts from renowned academic institutions and industry will discuss new research advancing nutrition.

Packaging: sustainable and healthier by design

Bringing together packaging and brand experts, this series of seminars will demonstrate innovations in packaging design, from sustainable materials through to visual equity and maintaining brand promise.

Marketing matters: strategies for healthy brands

Experts from health, nutrition, industry and branding agencies will address the opportunities and complexities of marketing food, health and nutrition showcasing best practice for new and reformulated brands.

Attractions

Food Matters Live 2015 played host to six themed visitor attractions, bringing to life the learning from the conference and seminars through a series of live demonstrations, tastings and talks on the exhibition floor.

Innovative Ingredients

Through a series of demonstrations, talks, and tastings this new attraction will explain how natural and functional ingredients play a significant role in the development of healthy and 'better for you' products.

Catering for Health

Catering for Health will feature narrated cooking demonstrations showcasing how caterers and chefs can provide nutritious, healthier choices across a range of different eating environments.

The Evidence Base

A central area within the exhibition focussing on the innovation and nutritional science underpinning product development in 'better for you', natural and functional food and drink.

Sustainable Edibles

Sustainable Edibles will examine how a different approach to food could make an important contribution to improving both nutrition, tackling food poverty and protecting the environment.

Food Sensorium - Taste your senses

Food Sensorium will offer visitors an immersive journey through the senses, showcasing the latest insights from the exciting emerging science of Gastrophysics that is changing the way we understand food perception.

Growth Lab

The Growth Lab is a new addition to Food Matters Live and is designed to provide young and enterprising food and drink businesses with access to a range of business advisory specialists.

Special Events

In addition to the extensive programme incorporating the conference and exhibition, seminars and attractions - Food Matters Live hosts several other exciting events, organised in collaboration with some of our partners.

Our 2015 special events included the following:

Enterprise Europe Matchmaking Meetings

Enterprise Europe South-East UK will once again be organising free matchmaking meetings during Food Matters Live on **Tuesday 17 November** and **Wednesday 18 November 2015**, at ExCeL, London UK.

The matchmaking event offers a huge opportunity for SMEs, larger corporations, research centres, universities and retail chains to identify potential international partnerships with distributors, collaborative partners and suppliers to initiate new relationships and find out about innovative technology in the world of food, health and nutrition.

FreeFrom Eating Out Awards presentation

Following on from their extremely successful launch last year, the winners of the second FreeFrom Eating Out Awards, sponsored once again by Sodexo, will be revealed at a special presentation at Food Matters Live on **Tuesday 17 November at 15.30**.

Food Matters Live Meet the Buyer programme

Food Matters Live will be hosting a curated Meet the Buyer programme across the three days of the event. Located on the exhibition floor, the Meet the Buyer area is designed to present exhibitors and visitors with the opportunity to meet and forge relationships with key category buyers from the food retail, foodservice and food manufacturing sectors.

Open Innovation Forum - Food, FMCG and Sustainability Pitching Event

The Institute for Manufacturing will be returning to Food Matters Live to run an open innovation pitching event on the 17th of November, providing innovators, start-ups and university spin-offs with the opportunity to present their solutions to a series of major food and FMCG (fast moving consumer goods) companies such as Mars, Unilever, General Mills, Tate and Lyle.

Open Workshop - Addressing Education Challenges for the UK Food Industry

This Open Workshop follows up from IFST's Education Forum in September when an invited audience of opinion formers from across the UK including senior food industry representatives, education and training specialists and representatives from the public sector, discussed the key challenges for the food industry.

Delegates at IFST's Forum at Food Matters Live will be invited to consider how to address these challenges and to identify at least one significant project to take forward.

Grub Club Cambridge Social Networking Event

Grub Club Cambridge will be running a social networking event for food and drink professionals on 18th November at Food Matters Live to encourage like-minded individuals in the industry to talk about the market, who's doing what, share advice and build relationships in a fun and relaxed environment.

Allergen Safe Labelling: Launch of accreditation scheme

Exciting new food industry 'concept' for free-from accreditation has been developed by the team behind the FreeFrom Food Awards, the FreeFrom Eating Out Awards and the FoodsMatter allergy website. The independent, validated accreditation scheme will be launched at Food Matters Live on 18th November.

Association for Nutrition (AfN) Career Workshop

The public and employers can find it difficult to determine who are suitably qualified and competent to provide accurate, evidence-based nutrition advice and support. Registered Nutritionists have proven that they meet the high standards required by the Association for Nutrition (AfN) to be on the UK Voluntary Register of Nutritionists (UKVRN). During this session on **Thursday 19th November** representatives from the AfN will be providing a 'How to' session on putting together a successful portfolio application for registration.

BHA (British Hospitality Association) special event sessions

The BHA are hosting a special event **on Wednesday 18th November** to discuss topics such as the recent issues over service charge and the difficulties caterers are facing with decisions about whether to serve rare burgers, and what the BHA is doing to help.

Delivering dietary diversity using natural variation in crops workshop

The University of Warwick are holding a seminar session at Food Matters Live on **Wednesday 18th November** to celebrate diversity in crops in a broad sense and highlight where new products have been developed based on existing variability in crops. Speakers will offer a range of perspectives from scientist through to grower and retailer, all of which will highlight the range of variation in different crops and the positive impacts such diversity has on consumer choice and health.

Dietetic Career Path

The British Dietetic Association (BDA – The Association of UK Dietitians) will be hosting a seminar during Food Matters Live on 'Dietetic Career Path' on **Thursday 19th November 2015**.

Alongside the BDA, there will be representatives from Health Care and Professional Council (HCPC) who are the regulators of the profession and Kings' College London who undertake both Undergraduate and Postgraduate course in Dietetics and Nutrition.

The seminar will provide you information on the career path to being a Registered Dietitian, the route to take, the role of the HCPC as the regulator of the Dietetic Workforce and the work BDA undertakes to support its members and the profession.

Pies, pasta and peace of mind: how Sodexo and WWF are creating sustainable and nutritious meals

Can a meal really be tasty, nutritious and good for the environment? And if so, can a contract caterer then also make it sell, in schools, or workplaces nationwide?

This panel discussion on **Wednesday 18th November** will explore the concept of sustainable meals, look at how Sodexo and WWF have tackled the challenge and reveal how the meals have been received by some of the nation's toughest food critics (aka teenagers).

Registered Nutritionists in Practice

The RNiP team will be hosting an informal networking event during Food Matters Live on Wednesday 18 November, which is open to all Associate and Registered Nutritionists. It aims to provide more information on RNiP's future plans, and encourage discussion on protecting the title and promoting the work of Registrants throughout the UK.

Food for the future: Dragons Den by the The Unilever Foundry

Unilever Foundry are on the hunt for food, health, nutrition and sustainability innovators. Start-ups with a passion for food that's better for you and better for the planet were invited to pitch their innovations for a £3000 cash prize and 3 month mentoring programme. Five of the best ideas submitted will be pitched to the experts at the dragons den.