

## 2018 Conference Programme

### The £10bn UK Frozen Food Growth Opportunity!

Thursday 22<sup>nd</sup> February 2018

#### **08.30 Registration and coffee; exhibition open**

##### **09.20 Welcome from Conference Chair Michael Bennett, Managing Director, Pelican Communications**

Michael will welcome the 2018 delegation to the eighth BFFF Business Conference.

##### **09.25 John Hyman, Chief Executive, BFFF**

John Hyman will present the £10bn UK Frozen Food growth opportunity and look ahead over the next 12 months, and the highlights for the BFFF.

#### **A View from our Economist**

##### **09.40 Roger Martin-Fagg, Economist**

Roger takes his eagle eye look at how the economy is performing and unique insight.

#### **10.30 Coffee break & Exhibition**

#### **Driving long term Frozen Food Growth**

##### **11.00 Kate Forbes, Birds Eye**

Kate will highlight how Birds Eye are translating long term category growth drivers and insight into action through joint customer collaboration.

##### **11.20 Andrew Roberts, Bidfood**

Andrew will explore the possibilities and potential for the frozen foodservice market. He will focus on innovative thinking and how BFFF members can pursue their share of this considerable opportunity.

##### **11.40 Nick Downing, IGD**

Nick will look at some of the latest innovations in frozen food merchandising from around the world and key learnings for the UK. He will also explore what the UK retail landscape will look like in 2022 and the key drivers of growth.

##### **12.00 Bev Mitchell, Iceland**

Bev will look at the key drivers of Iceland's impressive growth including "The Power of Frozen" advertising, exciting merchandising roll out plans and rapid growth of digital.

##### **12.20 Q&A/ Panel debate**

##### **12.30 -13.30 Lunch and exhibition viewing**

#### **Growth after Brexit**

##### **13.30 Graeme Littlejohn, Scotch Whisky Association**

Scotch Whisky is the UK's best export success story, David will explain the journey to success and key tips on how BFFF members can "turbo charge" their exports!

##### **13.55 Adrian Gahan, Sancroft International**

Adrian will give his latest and unique perspective on Brexit and what BFFF members should be doing to maximise growth prospects and to minimise risks.

#### **Our Markets**

##### **14.25 Chris Hayward, Kantar Worldpanel**

Chris will provide the latest UK retail market update including the fastest growing categories plus a Christmas performance review. What can the frozen food category learn from other categories on the long term growth drivers of premiumisation, health and online?

##### **14.45 Simon Stenning, MCA**

Simon will present the latest foodservice market data, drivers and key trends, outlining the opportunities for future growth in this dynamic sector.

##### **15.05 John Marren, Company and Community Shop**

A story about Sam - A unique opportunity for BFFF members to minimise their food waste and benefit people and communities in need.

#### **15.20 Afternoon tea break & Exhibition**

##### **15.45 Keynote Speaker – Dame Kelly Holmes**

Olympian Dame Kelly Holmes will outline her journey to Olympic glory and what companies and individuals can learn.

##### **16.30 Conference close**

##### **19.00 Pre-dinner drinks**

##### **19.30 People Awards Dinner**

#### **FRIDAY 23<sup>RD</sup> FEBRUARY**

All delegates depart after breakfast

To book your place visit: <http://bfff.co.uk/category/business-conference/> or contact Jilly Wallis on 01400 664321 or email [jillywallis@bfff.co.uk](mailto:jillywallis@bfff.co.uk)