

2018 Conference Programme

The £10bn UK Frozen Food Growth Opportunity!

Thursday 22nd 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 and collaboration with customers in action.

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, Graeme will explain the journey to success and key tips on how BFFF members can "turbo charge" their exports!

13.55 Adrian Gahan, Former Conservative Party adviser

Adrian will give a political update on Brexit negotiations, what the likely outcome scenarios are and what this means for BFFF members.

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 23RD 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