

# Programme

- 8.30am Registration & Exhibition Viewing
- 9.15am Welcome from the conference chair, Rob Brown
- 9.20am Rupert Ashby, CEO  
BFFF  
Latest news from your federation

## Foodservice

- 9.30am Simon Stenning, Strategic Advisor & Futurist, Future Foodservice  
*The next era for foodservice, 2022 and beyond*
- 10.00am Andrew Selley, CEO Bidfood  
*Frozen vs food waste: the role frozen food can play in reducing food waste and battling against food inflation and food insecurity*

## Consumer Behaviour

- 10.20am Joanne Martin & Ian Pogson  
Senior National Account Managers, Strong Roots  
*Making frozen cool again... how to attract the younger shopper*
- 10.40am Blonnie Whist, Insight Director Lumina Intelligence  
*Consumer mega trends and menu hacking for 2022*

11.00am Refreshments & Exhibition Viewing

## Sustainability

- 11.20am Craig Jackson, Director of Energy Solutions, Inspired Energy  
*Understanding your impact*
- 11.40am Jon Miles, European Manager NewCold  
*Innovation in cold chain logistics*
- 12.00pm Panel Q&A with morning speakers
- 12.30pm Lunch & Exhibition Viewing



## Economist

- 1.20pm Frances Haque, Chief Economist Santander  
*UK economic outlook, what might the future hold*

## Retail

- 2.00pm Shaun Smith, UK Sales Director Birdseye  
*Why the time is now for frozen foods – the Birds Eye approach*
- 2.20pm Daniel Wright, Senior Strategic Insights Director, IRI  
*The outlook for frozen*
- 2.40pm John Noble, Director British Brands Group  
*The grocery code – time for a reset?*
- 3.00pm Refreshments & Exhibition Viewing
- 3.30pm Tom Lye, Prepared Food Category Director, Tesco  
*Tesco's strategy and the role of frozen food*
- 3.50pm Panel Q&A with afternoon speakers

## Keynote Speaker

- 4.15pm Maggie Alphonsi, MBE
- 5.00pm Closing remarks from our chair, Rob Brown