



BLEND STATION BY FUTURA, MEXICO CITY

Food and Drink Futures Forum 2017 Agenda

22 November 2017, London

A detailed exploration of the changing food and drink landscape, examining the consumer trends and behaviour set to challenge the sector in the future.

12:00pm Registration and Lunch

1:00pm Introduction

From changing eating habits to the struggles facing the alcohol industry, The Future Laboratory CEO Trevor Hardy introduces the key themes and issues at this afternoon's event.

1:10pm Global Market Overview

We explore the global food and drink market to assess the key challenges and opportunities for brands in established and emerging markets. We consider how restaurants are replacing retail, and what the future of online grocery means in the context of Amazon's Whole Foods Market takeover. Focus areas include an examination of the paradoxes in the spirits market, the latest in on-the-go formats and the next generation of eaters.

1:40pm In Conversation I : Dr Rupy Aujla, founder, The Doctor's Kitchen

2:00pm Special Report

While the food and drink sectors have often led in terms of transparency – often due to regulation requirements – consumer demand and rising awareness around this issue have resulted in a new wave of conscious consumption. Our special report will examine how consumers are re-evaluating their relationship with food and what brands can do to better educate them.

2:30pm Afternoon Break

3:00pm In Conversation II : Tony Conigliaro, owner, Drink Factory

3:20pm Food and Drink Trends Rising

We uncover the key trends forging success in food and drink, along with case studies to inform and inspire your future strategy. These include:

- : Upstream Eating – Fuelled by the backlash against clean eating, digitally adept consumers are turning to medically assured sources to help them make more enlightened food choices.
- : Terroir Spirits – With the spirits market becoming increasingly crowded, new launches are challenging convention and moving away from traditional terroir.
- : Anti-intuitive Cooking – New product launches and technology are taking the intuition out of cooking, bringing the gourmet to the home.
- : No-bar Bars – Bars are opening that are removing their most essential element – the back bar. These are drinking dens that celebrate conviviality and education, and which bring the bartender to the forefront of the experience.
- : Activism Dining – Food is now being used not only as a way to understand other cultures, but as a form of resistance.

3:50pm In Conversation III : Claire Warner-Smith, director of spirits education, Moët Hennessy

4:10pm New Food and Drink Consumer

We introduce two new tribes of consumers, The Upstreamists and the Low-impact Eaters. Each tribe report will explore these consumers' changing relationship between food, drink, their bodies and the planet, and how this is affecting their overall consumption.

4:40pm In Conversation IIII : Mark Driscoll, head of food, Forum for the Future

5:00pm Strategic Toolkits

Our Strategy and Innovation team offer you practical and clear insights about how you can use your knowledge of the trends and insights uncovered to create more strategic campaigns and products that sell.

5:20pm Champagne and Networking

This event is now sold out. If you would like to book this presentation for your own business or event please get in touch.

CONTACT US