



BRIDGE2FOOD EUROPE 2026

# UNLOCKING THE CONSUMER CODE

*Welcome to Copenhagen*



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# BRIDGE2FOOD

## Powering the Next Wave of Food Innovation

Bridge2Food is a unique community, working across the whole value chain to find solutions for a more sustainable food system of tomorrow.



# WHAT WE DO

From exclusive content and live discussions to leadership participation and increased visibility, Bridge2Food fosters connection and knowledge through three distinct approaches:



**EcoSystem**



**Events**



**Research**

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# Why “Unlocking the Consumer Code”?

## WHAT WENT WRONG WITH ALTERNATIVE PROTEIN?

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The science was there. The funding was there. The urgency was real. So why did so much of it fail to land with consumers?

# A Provocation: did the coalition (of which Bridge2Food was a part) build products for itself, or for consumers?

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The industry chased the narrative of what people should eat. Could we be accused of not giving people what they actually wanted?

**Did we stop acting like scientists?**

“The great tragedy of Science — the slaying of a beautiful hypothesis by an ugly fact.”

**Thomas Huxley**

## THE REFRAME

# CONSUMER UNDERSTANDING ENABLES R&D EFFICIENCY

### **Know the consumer**

R&D that starts with genuine consumer insight builds products that solve real problems for those buying the products — not extrinsic issues  
And this should be reiterated – it is a constant process

### **Sustainability follows**

The path to a sustainable diet runs through products people want to eat. Great products change behaviour. Ideology doesn't

### **Bridge2Food's role**

We are the translator. Not a coalition cheerleader — a decoder of what consumers are actually telling the market, so that you can make your R&D more efficient

# NETWORKING DINNER BANEGAARDEN

10 JUNE | 18:30 - 22:00

BRIDGE<sup>2</sup>FOOD  
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**FINAL PLACES REMAINING – REGISTER NOW**



**Access the agenda &  
presentations**  
*and explore more ways to stay connected.*

**Discover how you can connect, collaborate  
and be part of what's next at Bridge2Food.**

# ON-SITE BRIDGE2FOOD STAFF

**BRIDGE2FOOD**  
**EUROPE**



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Grants & Funding  
Operations



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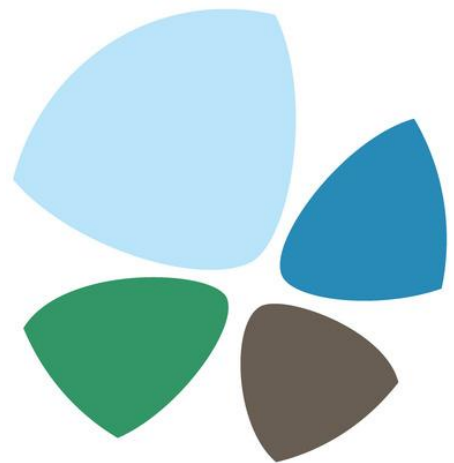
**Victoria Pugh**  
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Operations



**Vincent Brain**  
General Manager

**BRIDGE2FOOD**  
**EUROPE**

# INTRODUCING OUR CO-HOST



**Food & Bio Cluster**  
Denmark



**ANETTE ENGELUND-  
FRIIS**

CEO - FOOD & BIO CLUSTER DENMARK