

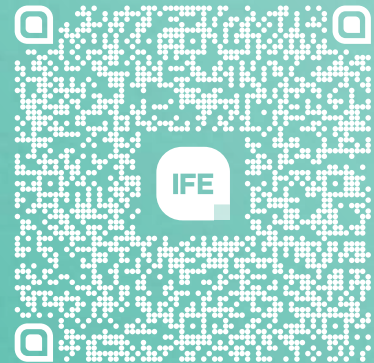
Trade Only

IFE

International Food & Drink Event

21-23 March 2022 | ExCeL London

Scan the code
to register



Official Event Preview

The UK's leading event for food & drink professionals

21 - 23 March 2022 | ExCeL London

Monday 21 March: 10.00 – 17.00
Tuesday 22 March: 10.00 – 17.00
Wednesday 23 March: 10.00 – 16.00

Official Preview Sponsor



This March, ExCeL London will come alive as the 22nd edition of IFE, International Food & Drink Event brings together over 1,500 of the most exciting food & drink brands from the UK and around the world.

It's the return of the UK's largest gathering of domestic and International food & drink suppliers, with hundreds of new product launches, initiatives and partnerships taking place on the event floor.

Join 30,000 food, drink and hospitality professionals at the UK's biggest industry gathering on 21-23 March at ExCeL London and take the next step to revolutionise your business offering.



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IFE is back!

For over 40 years IFE has been a hotbed of industry innovation and a glimpse into the exciting future of food & drink. Now, after three years, the event is returning to ExCeL London to reunite the sector.

We're delighted to be bringing IFE back with a bang for its 22nd edition, with more to do, see, touch, taste and discover than ever before. There's an action-packed line-up of features, speakers, discussions and tastings to check out over the three days of the event, plus a whole host of opportunities to meet and network with industry peers.

Among the new additions to IFE for 2022 is the Vegan & Plant-Based Section, in partnership with the Vegan Society. Over the past few years, the rapid growth in the vegan & plant-based space has only been matched by the interest from retailers and wholesalers, with many committing to larger ranges and greater variety of products, and we're excited to be reflecting that at the event.

As always, IFE will be living up to its name with over 100 countries represented on the event floor, including pavilions from the United States, Italy, Turkey, Pakistan, Latvia and many more. Not to mention that the event is the UK's largest gathering of UK food and drink producers, showcasing a huge range of quality British products.

The event's Future Food Stage will be hosting a range of discussions over the three days of the event, taking deep dives into some of the most important trends and topics set to inform the future of food & drink retail. Whether it's redefining the customer experience in the era of contactless shopping and speedy delivery, or predicting future consumer demands, each session will give you valuable, actionable insights for your business.

We're also excited to be partnering with FoodBev Media for the eighth edition of the World Food Innovation Awards and look forward to celebrating some of the fantastic products, services and individuals that have risen to prominence during a challenging time in the world of food and drink.

Read on for a sneak peek of just a fraction of the fantastic products, thought-provoking discussions and business opportunities on offer at IFE on 21-23 March 2022.

We can't wait to reunite the IFE community – see you there!

Philippa Christer,
Event Director



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Media Partners



Charity Partners



Design Partner



What's on at **IFE 2022**?

IFE 2022 will be the industry's first chance in over three years to gather together and meet face-to-face. Anyone who's anyone in the world of food and drink will either be on the stage, on a stand or on the event floor.

Walking through the doors of this year's event you will be stepping into a world of discovery. Unearth exciting new products by immersing yourself in the world of food & drink innovation. Develop your expertise, gain unrivalled access to international suppliers and reinvigorate your product offering.

The Future Food Stage

The event's Future Food Stage will be a hub of learning and thought leadership throughout the three days of the event, with sessions from leading food & drink retailers, industry research bodies and innovative brands. The world of food & drink has changed immeasurably over the past two years and this is your chance to catch up on the latest trends and opportunities to grow your business.

View the full seminar programme and book your sessions in advance.
ife.co.uk/ife-seminar-programme



World Food Innovation Awards



In 2022 IFE will once again be supporting the World Food Innovation Awards, run by FoodBev Media, which are dedicated to celebrating excellence and innovation from the global food & beverage industry.

Meet the shortlisted entries on Stand 3383 and join us as the winners are revealed on Monday 21st March at 3.45 on the Future Food Stage

Advice-To-Go



This year's edition of IFE will see a section back by popular demand, where key event advice partners will be on call to provide bespoke answers and advice to the event's visitors. The companies available include **City Harvest, BSI, FDEA, SugarWise, Green Seed Group, DIT, the Institute of Food Science and Technology, and the Institute of Export and International Trade.**





The Green Seed UK and International Market Opportunities Forum



Green Seed Group helps food and drink businesses develop their offerings within the UK and export markets. With over 25 years of experience, Green Seed Group specialise in strategy, trade introductions, outsourced sales, and market support.

Take a unique opportunity to explore where your business might have opportunities and get advice on next steps with one-on-one market consultations during IFE 2022. To book a meeting please visit ife.co.uk

Growing British business with DIT



Department for International Trade

Visitors to IFE are invited to come and talk to representatives from The Department for International Trade to learn about how it can help you export and reach your company's full potential. The export services that DIT provides include:

- The Export Support Service, contact number: 0300 303 8955
- The UK Export Academy
- The Internationalisation Fund
- The UK Trade Support Programme

If you are interested in learning more about their services or about exporting please visit the stand, where you will be able to chat to a DIT representative. There is also additional information on the great.gov.uk/export.

The Certification Clinic



The Certification Clinic is a central hub for food & drink brands to get one-on-one, personalised advice and information, with the organisations taking part including **BSI, Soil Association, SALSA, Halal Certification Europe, B Lab, The Vegan Society, SugarWise, BRCGS, KLBD Worldwide Kosher Certification, RSPCA Assured and the Vegetarian Society.**

The Clinic will take place 9:30-11.00 Tuesday 22nd March on IFE's Future Food Stage.



Learn more about everything happening at IFE 2022 at ife.co.uk

Outstanding Industry Support

IFE has the privilege of partnering with leading food & drink organisations and associations, all of whom work to elevate the event's seminar programme, expand its audience and promote business growth and innovation in the sector.

Jack Atchinson,
Media Manager, Food
and Drink Federation



"We are looking forward to seeing our friends at IFE, who always do such a great job in bringing together the great and the inspirational of our industry. We are also excited to see old friends and build relationships with new colleagues.

IFE is the perfect chance to identify the opportunities that will grow your business - the accessibility to such a vast range of companies and products is unparalleled. But not only is it great chance to network, it is great fun."

Sandra Sullivan,
Events Manager,
Food & Drink Exporters
Association



"The Food & Drink Exporters Association team are buzzing to get back to IFE to connect with our export community and seek out brands that have yet to take their first steps into export. IFE is always such a strong showcase of UK food and drink. UK products that offer something unique and brands that are well established in the UK are always in demand by international buyers. Can't wait to see what we can find at IFE!"

Dan McAlpine,
Head of Food,
City Harvest



"City Harvest is delighted to be the official food charity partner of IFE 2022. Our mission is to Rescue Food, People and Planet. Working with us is easy, and your decision rescues people facing food poverty. We welcome conversations with food companies looking for a commercial surplus solution, and who are passionate about their social impact. Every day, our drivers deliver quality surplus food for over one million meals a month, to 350+ charities across London. Come find us and have a chat!"

James Bielby,
Chief Executive,
Federation of
Wholesale
Distributors



"The event is a great opportunity to catch up on the latest trends in food & drink, meet suppliers and to network with industry friends, partners and members. We are looking forward to what promises to be another successful event."

Richard Harrow,
Chief Executive, British
Frozen Food Federation



"The British Frozen Food Federation has a valuable and long-standing partnership with IFE and we're thrilled to be continuing that in 2022. The past two years have seen a huge amount of innovation and NPD in the frozen food sector and we're excited to see this on display at the event, in addition to hearing about some of the wider trends in the world of food & drink."

Clive Dickin,
Commercial Director,
Institute of Export &
International Trade



"The IOE&IT is delighted to be exhibiting at IFE 2022 in such a pivotal year for food and drink exports and imports. Our partnership reflects our common interest in the success of this sector, the sale of whose products is such a major contributor to UK GDP.

Not only will IOE&IT be exhibiting at the event, our experts will be giving invaluable advice to delegates about forthcoming changes to rules around the import of agri-foods from the EU into Great Britain."

Walker's Nonsuch

Independent family company, Walker's Nonsuch have been making quality toffee since 1894.

The range includes toffee bars, bags, slabs and a unique gift range with something to suit all markets. Twist wrapped toffees and chocolate eclairs are available in 14 exciting varieties including new Coffee Toffees. Free from artificial colours, preservatives, hydrogenated vegetable oils and gluten too.

walkers-nonsuch.co.uk

See us at Stand **3518**



The London Produce Show

For 2022 IFE has co-located with The London Produce Show, a highly respected trade show and conference welcoming buyers and sellers of fruit and vegetables from across the UK and around the world.



The national horticulture sector, at every level, is re-establishing its reputation for being at the sharp-end of innovation – with concepts and products that not only increase demand for locally-grown food, flowers and plants, but also form many of the trends that will shape the global produce industry of tomorrow. The inaugural London Produce Show attracted exhibitors and visitors from 45 countries and gave a platform to many of the global fresh produce industry's thought and practice leaders to share their vast knowledge, experience and expertise with colleagues.

This year's event is no different, with a packed conference programme and exciting array of quality suppliers and producers serving the fresh fruit and vegetable market.



Philippa Christer, IFE Event Director:

"We're excited to be co-locating with The London Produce Show for 2022 and welcoming their audience of produce suppliers and buyers to IFE. Combined our events are a comprehensive showcase of innovative products and quality produce and an incredible opportunity for buyers to meet with potential partners face-to-face."

Find out more about the show at londonproduceshow.co.uk

Kiddu

Bursting with natural flavour, our award-winning real vanilla products cover all retail channels and wider applications. Coming directly from our curing facility in Western Uganda, where all our vanilla conditions for over 4 months, we can assure quality at source and offer the most competitive deals on wholesale volumes.



See us at Stand **3562**



For more information, please go to kiddu.net or email sales@kiddu.net

Future Food Stage

The Future Food Stage at IFE 2022 is your window to the latest trends and innovations in the world of food & drink. Expect inspirational thought leaders, insightful presentations and a glimpse into the future of the industry.

Monday 21 March

| Start | End | Title | Speakers |
|-------|-------|--|--|
| 10.45 | 11.30 | Changing consumer behaviours | Cathy Capelin, Head of Health and Sustainable Consumption, IGD |
| 12.00 | 12.45 | Mastering low and no alcohol in the retail space | Laura Willoughby MBE, Co-Founder of Club Soda; The Mindful Drinking Movement Tom Ward, Owner and Founder, Wise Bartender Rachel Hewlett, Sales and Business Development, Shelf Now David Burgess, Director and Co-founder, Fugitive Motel |
| 13.15 | 14.00 | EU export opportunities in the post-Brexit era | Philip Horemans, Managing Director, Green Seed Belgium and Chairman, Green Seed Group Simon Waring, Managing Director, Green Seed UK |
| 14.30 | 15.15 | Our National Food Strategy: improving the health of a nation | Anna Taylor, Executive Director, The Food Foundation Olivia Pratt, Head of Sustainability and Nutrition, Compass Group Kieron Boyle, CEO, Guys and St Thomas' Foundation Louis Bedwell, Managing Director, Mission Ventures |
| 15.45 | 16.30 | World Food Innovation Awards in partnership with FoodBev Media | Presented by Philippa Christer, IFE Event Director Matthew Rushton, FoodBev Media Marketing Manager TBC |

Book your sessions in advance to avoid disappointment
ife.co.uk/ife-seminar-programme



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Tuesday 22 March

| Start | End | Title | Speakers |
|-------|-------|---|---|
| 09.30 | 11.00 | Certification Clinic | BSI, Soil Association, SugarWise Vegan Society, BRCGS, Vegetarian Society, KLBD Worldwide Kosher Certification, RSPCA Assured and Halal Certification Europe. |
| 11.20 | 12.05 | Sustainability trends in the retail sector with Charles Banks | Charles Banks, Co-Founder and Director, thefoodpeople |
| 12.15 | 13.00 | Futureproof: the industry's fight for genuine sustainability | Hamish Renton, Managing Director, HRA Global Tim Etherington-Judge, Co-founder, Avallen Spirits John Steel, CEO, Cafedirect |
| 13.30 | 14.15 | The psychology of spending | Karen Fewell, Director, Digital Blonde |
| 14.45 | 15.30 | Old habits die hard: helping consumers switch to reuse and refill | Dan Gillett, Shopper Insight Manager, IGD |

Wednesday 23 March

Guarantee your seat by
booking your sessions today

| Start | End | Title | Speakers |
|-------|-------|--|---|
| 10.15 | 11.00 | Choosing substitutes: The rising tide of non-animal proteins | Margaux Laine, Senior Analyst, Euromonitor |
| 12.30 | 13.15 | Serving the 24/7 customer | Roseanna Evans, Head of Client Operations, HRA Global Ben Ebbrell, Co-founder, SORTEDfood Matthew Nobbs, Commercial Director, Gorillas Tom Lister, CEO, Hackney Gelato |
| 13.30 | 14.15 | Finding success in vegan & plant-based | Louisianna Waring, Senior Insight and Policy Officer, Vegan Society Rik Roberts, GM, Crackd Ian Theasby, Founder, BOSH! Henry Firth, Founder, BOSH! |
| 14.45 | 15.30 | The road to net zero: how can we achieve greater sustainability in food & drink? | Emma Piercy, Head of Climate Change and Energy Policy, FDF James Persad, Head of Marketing and Communications, FareShare Dr Emma Keller, Head of Sustainability, Nestle Dr Stephen Mackenzie, Greenhouse Gases Specialist (Food), WRAP Adam Baisley, Chief Commercial Officer, Olleco |

Seminar programme subject to change. All information advertised correct at time of going to press

ADVERTORIAL

Quality and Innovation



What is the history of the Seara brand?

Constantly investing in technology, quality and innovation, Seara grows year on year, and today is one of the largest food producers in Brazil and the world, with more than 60 production plants, over 60,000 employees and nine offices around the world, exporting for more than 120 countries globally.

Our office in the UK supplies all market channels: Food service, industry and retail with a full chicken product portfolio. Our team of experts on sales, customer service, quality and marketing are ready to offer our customers the best-in-class service of the industry.

What are some of your current products?

Over these years, Seara has developed a full portfolio of chicken products to address our customers' needs. Our Primary Frozen chicken product reaches the customer in the highest quality and is available as plain breast, salted breast and inner fillets. Our Coated products include classics like chicken nuggets, breaded and battered chicken steaks and breaded and battered chicken burgers. Our Premium Coated range includes a variety of flavours such as traditional, southern fried and hot & spicy. Our Cooked & Roasted products are ready to eat. All made with 100% chicken breast, no preservatives and only using natural flavours, the Seara professional line is perfect for restaurants that demands the highest yield and performance in the kitchen.

What sets Seara apart from the competition?

We have a fully integrated breeding system that guarantees traceability from the origin. Our trained vets apply the best practices to ensure the highest standard of animal welfare. Providing products to the 5 continents, our factories are certified to international standards and meet the most demanding markets.

As part of JBS Group, Seara has several programs focused in sustainability such as The Fund for the Amazon, which is a non-profit civil association dedicated to promoting and financing initiatives and projects whose aim is the sustainable development of the Amazon Biome, the Net Zero Commitment that pledges JBS' global public commitment to achieve Net Zero greenhouse gas emissions, reducing its direct and indirect emissions and offsetting all residual emissions, the Germinare School for disadvantaged children, investments in circular economy like Biodiesel and many other relevant initiatives on Social inclusion and diversity.

Why should visitors to IFE meet with Seara?

Seara is renowned for building long-term relationships with its customers, always offering high quality products with care for the animal welfare and the environment. With a complete product portfolio for the food service channel, Seara seeks to deliver adequate solutions to each of its customers through its experts in the segment.

Seara is passionate about food and our care is translated in each detail for over the past 60 years, establishing these partnerships with high quality products that guarantees a safe choice for our customers menu.



Talking trends at IFE 2022

Each edition of IFE is jam-packed with top speakers from the worlds of retail, wholesale and food & drink, providing our visitors with unrivalled insights to improve their business and meet ever-changing customer demands.

Highlights

Changing consumer behaviours

Monday 21 March 10.45

Cathy Capelin,
Head of Health
and Sustainable
Consumption, IGD:



"IGD will share our learnings from the ongoing real life retailer trials which are aimed at shifting people towards healthier and more sustainable diets, highlighting the behaviour levers we've seen have a positive impact. We'll be looking at our first results from trials with Sainsbury's and we will also share our future ambitions and detail the next trials we have planned in 2022."

Sustainability trends in the retail sector

Tuesday 22 March 11.00

Charles Banks,
Co-Founder,
thefoodpeople:



"We predict a new wave of climate-led product innovation, where food and drink brands design out the elements contributing to climate emergency. This will in turn shift supply side practices to be part of consumer lexicon, such as regenerative agriculture, low intervention farming and ethical meat."

Serving the 24/7 customer

Wednesday 23 March 12.30

Ben Ebbrell,
Co-founder,
SORTEDfood:



"City-dwelling millennials and Gen Z might be the 'now' generation with countless instant options at their fingertips 24/7. But what are and aren't they willing to sacrifice for this convenience? Is it sustainable or just a quick fix, and what are we missing out on? All these questions and more will be explored during this panel with a fresh look at the overall situation."

To avoid missing out, pre-book your seats in advance at ife.co.uk/ife-seminar-programme

Charles Butler Ltd.

Charles Butler has been making his fine confections since 1848. Throughout lockdown the team developed a rum combining our traditional confectionery with a fantastic rum to form three flavours. From the base spirit we have produced a Rambunctious Spiced Rum, Clotted Cream Toffee Rum Liqueur and a Chocolate Honeycomb Rum Liqueur. Launched in March, they have sold well and the Spice Rum and Clotted Cream Toffee Rum are now award-winning too!

For more information, please go to charles-butler.co.uk or email particulars@charles-butler.co.uk

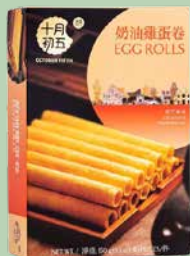
See us at Stand **3614**





Taste the World

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hello@greatoriental.co.uk

www.greatoriental.co.uk



New product launches at **IFE 2022**

Each edition of IFE is a chance for the event's diverse range of food & drink suppliers to launch innovative new products and product ranges onto the market. It's a treasure trove of truly unique and delicious offerings.

The Sussex Crisp Company Stand 3781

Based in East Sussex, the Sussex Crisp Company collaborated with some of the most respected food suppliers in the county to create a delicious range of luxury crisps that was launched in April 2021.



BakedIn Stand 3458

BakedIn was born out of a desire to create a timesaving baking kit that offered the full baking-from-scratch experience with less of the hassle. The company's easy-to-use baking kits are now sold by thousands of shops and online retailers.



By Panach - Plant Based to Drink Stand 1740

The different, surprising and delicious flavour of this plant-based oat shake has an equal focus on taste, enjoyment and health. Designed to be the perfect shake that customers will choose both for pleasure and nutrition. A long-life product, this shake comes in packaging that can be customised for your brand.



KARU Stand 1927

This London-based start-up has its roots in Brazil from where it brings a selection of delicious and nutritious cashew nut products, ranging from lightly salted to coated in cacao salted caramel. Their cashews are consciously sourced, roasted in the UK, and packed using recyclable materials. The business also gives back a percentage of its revenue to help preserve tropical forests and their communities.



Kruger Stand 2463

Kruger will be bringing brands Maximuscle and K-Fee UK to IFE 2022, in addition to new brand Began UK, which will be showcasing its all-new oat cappuccino instant coffee mix and Nescafe Dolce Gusto (unaffiliated) compatible oat cappuccino capsules.



Charles Butler Stand 3614

During lockdown the Charles Butler team developed their traditional confectionery with a fantastic rum to form three exciting flavours. From the base spirit they produced a Rambunctious Spiced Rum, Clotted Cream Toffee Rum Liqueur and a Chocolate Honeycomb Rum Liqueur.



Freddie's Farm Stand 3626

Freddie's Farm Fruit Shapes are the new healthy snack for kids and toddlers. They always start with fresh fruit and veg and their patented process helps to keep free sugars lower than our competitors, meaning no sugar highs and crashes! They are school approved, perfect for lunchboxes, after school snacks, and everything in between.



View all the businesses showcasing products at IFE 2022 at ife.co.uk

Discover international innovation at **IFE 2022**

With a diverse range of countries represented on the show floor, IFE, International Food & Drink event 2022 is set to be a blockbuster year for international food & drink products.

For the past two years buyers have largely had to do without opportunities to travel and visit overseas food & drink suppliers, making IFE 2022 an unmissable opportunity to taste exciting products from around the world and meet face-to-face with business owners.

In addition to long-standing event pavilions and valued partners such as Cyprus, Pakistan, Canada, Turkey, Italy and Poland, IFE will be welcoming some new international pavilions representing countries including Lithuania, India, Belgium, Saudi Arabia, Kosovo, Switzerland, Latvia, and Brazil for the 2022 event.

"The United States is delighted to once again host a USA Pavilion at IFE, the UK's largest food and drink show. We look forward to showcasing a broad range of delicious, high-quality US food and beverages to buyers and visitors from around the world. We invite you to join us at the USA Pavilion so you can meet our exhibitors face-to-face and experience for yourself the best the US has to offer."

US Department of Agriculture

"It will be great to see what IFE will be showcasing this year, from connecting with existing suppliers to finding new ones along with an update on trends and products coming into the industry."

"It will also be great to see overseas suppliers attending the event, after the lockdowns and the prevention of visits aboard and vice versa over the past two years. This should benefit everyone in the supply chain network within the food industry."

Maresh Patel, Director of Buying – Group Commercial, Bidfood

Don't miss out on the chance to meet face-to-face with hundreds of international businesses, taste their products first-hand and build strong, lasting global partnerships.





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Introducing... IFE Manufacturing

IFE
Manufacturing

Welcome to the UK's dedicated showcase of end-to-end food and drink manufacturing and product development.

IFE Manufacturing is at the forefront of innovation and new product development in the world of food & drink, a hub where product developers, packaging designers, ingredient buyers and manufacturers come together to meet with quality suppliers and build long-term working relationships.

Concept to Market

IFE Manufacturing is a comprehensive event for taking your product from initial idea to supermarket shelves. Whether you're sourcing quality ingredients and sustainable packaging suppliers or seeking to learn how to upscale your product, IFE Manufacturing is the ultimate product sourcing tool.

Bespoke Solutions

Build strong working partnerships, solve your specific pain points and bring the ultimate version of your product to life. Meet face-to-face with the supplier partners who can make your product exceptional.

The Innovation Platform

Hear from the industry leaders at the very forefront of innovation in food & drink production, from the scientists leading the way in developing new proteins and alternative meat products, to the very latest developments in sustainable packaging design. Plus, learn how to elevate your brand, anticipate upcoming trends and stand out from the competition.

Learn more at ifemanufacturing.co.uk

Emma Verkaik, Marketing & Membership Director at the British Contractor Manufacturers and Packers Association:

"The industry has been calling out for an event of this nature. It has come at a crucial time when the value of outsourcing has never been more important to the food and drink supply chain. IFE Manufacturing provides all the elements to help prepare food & drink businesses for retail success and gives brand owners and retailers the unique opportunity to talk to the BCMPA about their outsourcing needs and to find potential manufacturing solutions. The show will be an exciting one for visitors as well as exhibitors as we return to face-to-face events."

Meet suppliers from the following event sections



Heura®

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Stand
1630

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FREE OF

- Colourants
- Preservatives
- Sugars
- Gmos



Vegan & Plant-Based at **IFE 2022**



A new addition to IFE for 2022 is the Vegan & Plant-based section, in partnership with the Vegan Society, this event section provides the perfect opportunity for you to source the latest innovations to set your business apart from your competitors.

IFE caught up with business activist, Veganuary **Co-Founder and Veg Capital investor Matthew Glover** to learn a bit more about the growth of the vegan & plant-based category since the show's last edition in 2019.



How has the vegan & plant-based sector evolved over the past few years?

Retail sales of meat and dairy alternatives in the UK and Europe have grown by around 10% per year between 2010 and 2020. This can be attributed to the introduction of new products and the underlying trend among consumers to consider health, animal welfare and sustainability in their decision making. But the rise of plant-based sales is coming from a relatively small base and alternatives represent only 0.7% of the market for meat and 2.5% of the dairy market.

What makes a vegan product or a business stand out from the crowd?

Most vegan businesses are striving to compete with animal-based ingredients in three main focus areas – price, taste and convenience. As more energy and funds are invested in plant-based foods, economies of scale are helping make alternative proteins more affordable, scientists and chefs are creating better tasting products in the development kitchens, and retailers/restaurants are allocating more space. But, it's an increasingly crowded space so to stand out from the crowd vegan businesses also need to engage with consumers on a new level, through innovative marketing strategies and meeting consumers ever changing needs.

IFE has launched a new Vegan & Plant-Based Section for 2022, why is it important to meet the people behind the brands and to taste-test products?

I'm delighted to hear that IFE has chosen to allocate a plant-based section at the next event. From a movement perspective, it's important for vegan businesses to not be seen as niche products, but part of the mainstream.

There's a huge opportunity for retailers and food service providers to expand their plant-based offerings, and trade shows provide that opportunity for buyers to sample the latest innovations and keep abreast of this new trend.



To find out more about this exciting new part of the event visit ife.co.uk



Ericka Durgahee, Marketing Manager at The Vegan Society:

"We are so thrilled to be working with IFE so closely on the launch of the new Vegan and Plant-Based area of the event this year. Combining our knowledge with the widespread demand for these options that IFE can facilitate will go a long way in getting more products on shelves and we can't wait to see you all there!"

Meet **the suppliers**



The Vegan & Plant-Based Section, in partnership with The Vegan Society, is full of exciting brands offering a wide range of delicious products aimed at the vegan & plant-based market. From big name brands to innovative start-ups, this is the place to find the very best products and suppliers in this space.

Mergulo Stand **1568**



Mergulo's Cashew Nut-Butter is entirely plant-based and made from completely natural ingredients, plus the company used 100% plastic-free, sustainable packaging. Not to mention, they believe that when it comes to taste if it's not exceptional, it's not worth eating.

esti foods Stand **1742**



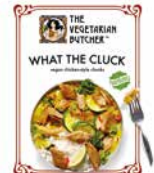
esti's range of plant-based products, including cheese, burgers and pizzas, are connected by the idea of providing customers with an earth-grown taste of Mediterranean living.

Heura Foods Stand **1630**



From a very young age, Heura Foods founders Marc and Bernat wanted to be agents of change and to create solutions by offering plant-based meat products that were sustainable and healthy, with a WOW flavour.

The Vegetarian Butcher Stand **1981**



Made by meat lovers, for meat lovers. The Vegetarian Butcher is all about replicating the moreish taste and texture you get from meat, whilst being better for your health, the planet and animal welfare.

Beyond Meat Stand **2291**



Beyond Meat started with simple questions. Why do you need an animal to create meat? Why can't you build meat directly from plants? That is the company's mission: to allow families to eat more, not less, of the dishes they love and to bring truly exciting changes to the plate – and beyond.

Future Farm Stand **1463**



Future Farm exists to disrupt the animal-based meat industry. They were born convicted and committed agents of change and believe in harnessing the power of plants so that people can continue to enjoy the planet for a long time to come.

Veg of Lund UK Limited Stand **1681**



Veg of Lund believe that a nutritious, filling and delicious plant-based drink – with no added sugar, and free from lactose, gluten, and soy – should be a convenient choice for everyone. Backed by food innovation research at Lund University, My Foodie was created to give customers the ultimate plant-based drink for a lifestyle where more people are desiring vegetarian options.

OmniFoods Stand **1643**



OmniFoods' meat and seafood analogue products were developed by its experienced team of food scientists in Canada, who innovated based on years of extensive research on Asian cuisines and culinary practices. The all-purpose, plant-based OmniPork product is both nutritionally superior and friendlier to the environment when compared with normal pork.

The industry's fight for genuine sustainability



In the wake of COP26, the industry is more focussed than ever on the challenging road to reaching the UK's goal of net zero by 2050. IFE 2022's Future Food Stage will have a number of sessions focussed on this fast-moving topic.

Futureproof: The industry's fight for genuine sustainability?

Tuesday 22 March, 12.15

This session's moderator **Hamish Renton** of HRA Global shares his views on sustainability certification in the world of food and drink.

How are attitudes to certification evolving?

Retailer reaction will be key. Will they be part of the movement, or something the movement needs to navigate around? It's throwing out challenges to retailers and others in the supply chain, as at the heart of the standard are equitable relationships throughout the supply chain and the creation of trust and transparency. So naturally this sits more comfortably with progressive and forward-thinking retailers rather than those driven fully by the quest for shareholder value, to the exclusion of everything else.

This session is a chance to hear from cutting-edge brands all about the challenges of attaining and keeping the standard, the benefits they have seen and to share openly about the future of the standard.



The road to net zero: how can we achieve greater sustainability in food & drink?

Wednesday 23 March, 2.45

This session, hosted by the Food & Drink Federation, will discuss the actions the industry needs to take to get on track to meet future sustainability targets. IFE caught up with panellist **Dr Stephen Mackenzie**, Greenhouse Gases Specialist (Food) at WRAP, to learn what we can expect from the discussion.



How have attitudes to sustainability changed in the industry in the past two years?

Across the food & drink sector, WRAP has reported actions particularly on GHGs, redistribution, water and food waste. Industry participation and engagement has continued to increase despite the obvious challenges, which shows a determination and commitment to addressing sustainability. COP26 was a key moment for change, and WRAP supports the sector to deliver their GHG, water and food waste reduction goals as part of Courtald Commitment 2030. Other areas of sustainability include UK Plastics Pact and Textiles 2030, both of which have seen continued and increasing support across their sectors.

Why should visitors attend this session at IFE 2022?

Understanding net zero and specific, practical actions can be a real challenge. WRAP's session will help you to understand the current issues and how to navigate your journey to Net Zero. This will include the role of supply chain engagement and operational hospitality and food service actions. Join us to find out more on how you can keep 1.5 alive in your business.



Popular sessions so make sure you pre-book to avoid disappointment.
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