



THE CONVENIENCE CULTURE

FRIDAY 12TH OCTOBER 2018 | 8AM - 11AM
ARTS CENTRE, MELBOURNE

7.30 REGISTRATION

8.00 BREAKFAST SERVED

8.10 WELCOME

- *Lindy Hughson, Publisher, Food & Drink Business*
- *Amanda Bryan, Editor, Food & Drink Business*

8.20 KEYNOTE

THE NEVER-ENDING RISE OF CONVENIENCE

Convenience is certainly the default when it comes to what we put in our mouth. Despite our professed love of fresh and home cooked meals, the majority of Australians are turning to fast and convenience foods as an antidote to chronic busyness and our time poor lifestyles. And when we're too weary to venture out of the house, we are increasingly relying on home delivery services to bring the food to us. So where does this leave the growing fresh pre-prepared category, taking up more and more space in our supermarkets? And what about frozen and other packaged convenience foods?

- *Laura Demasi, Director, Consumer & Social Trends, Roy Morgan Research.*

8.55 SESSION TWO

CONVENIENCE-DRIVEN INNOVATION MEETS ON-THE-GO DEMAND

In its centenary year, iconic Aussie brand SPC is putting innovation for local and export markets front and centre. Its latest launch is a trio of fruit snack ranges in pouches, a new pack format for the company. Simone Coté will share SPC's innovation journey that led to this product launch, including investing in a purpose-built processing and packaging zone for the range. Coté will also touch on consumer insights that guided the product development, key drivers for the packaging format choice, and SPC's vision for future NPD going forward.

- *Simone Coté, GM – Marketing & Innovation, SPC*

9.30 SESSION THREE

FROM START-UP TO ON-THE-SHELF READY MEAL SUCCESS

Delicious Foods Australia founder Nicole Mahler will give a first-hand account of how she created a new line of chilled meals made from plant-based protein. Attendees will hear how Mahler swam in the Shark Tank, cracked the Health Star code, and survived some horror stories in her mission to make and market her vegan three-minute meals.

Mahler will also share her insights on navigating the fast-expanding supermarket chilled section with her Dahlicious and Veglicious range of meals, and she will discuss the power of packaging, and her journey to better connect with her target market of predominantly female, health conscious women, as well as her vision to develop more products and expand into international markets.

- *Nicole Mahler, Founder, Delicious Foods Australia*

10.00 SESSION FOUR

DELIVERING CONVENIENCE THROUGH SMART DESIGN

As a prelude to the panel discussion on packaging choices and challenges in new product development, Iain Blair will present examples of recently launched packaged products and look at how packaging materials and design innovation is boosting the delivery of food products that fit the convenience bill. Blair will examine how the meaning of convenience changes depending on the lens we're looking through, and will open the discussion on responsible packaging that is designed to meet sustainability, accessibility and food waste prevention criteria.

- *Iain Blair, Director, Birdstone Collective*

10.20 PANEL

CONVENIENT PACKAGING SHOULD ALSO BE RESPONSIBLE PACKAGING

Marketing and packaging executives take a closer look at how to find the balance between functional delivery and sustainability through smart packaging design and material choices.

- *Iain Blair, Director, Birdstone Collective*
- *Dr. Angeline Achariya, CEO, Monash Food Innovation Centre*
- *Jaymie Pagdato, Marketing Director, Tetra Pak Oceania*
- *Natalie Sarich-Dayton, Marketing & Sales Director, Brownes Dairy*
- *Panel Moderator: Lindy Hughson, Publisher, Food & Drink Business*

10.55 CLOSING ADDRESS

- *Lindy Hughson, Publisher, Food & Drink Business*

11.00 EVENT CONCLUDES



THE CONVENIENCE CULTURE

SPEAKERS & PANELLISTS INCLUDE:



KEYNOTE SPEAKER

LAURA DEMASI

DIRECTOR, CONSUMER & SOCIAL TRENDS,
ROY MORGAN RESEARCH



DR ANGELINE ACHARIYA

CEO, MONASH FOOD INNOVATION
CENTRE



IAIN BLAIR

DIRECTOR, BIRDSTONE COLLECTIVE



JAYMIE PAGDATO

MARKETING DIRECTOR,
TETRA PAK OCEANIA



NATALIE SARICH-DAYTON

MARKETING & SALES DIRECTOR,
BROWNES DAIRY



NICOLE MAHLER

FOUNDER, DELICIOUS FOODS
AUSTRALIA



SIMONE COTÉ

GM - MARKETING & INNOVATION,
SPC ARDMONA

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