

Strive and Thrive

13, 14 15 and 16 March



RHAGLEN MEWNWELEDIAD
INSIGHT PROGRAMME

This year's Welsh Food & Drink Insight Programme virtual conference features 5 themed sessions over 4 days covering the Economic situation, Export, NPD, Retail, and Out of Home. We have an exciting line-up of keynote speakers from world-class insight partners Kantar, IGD, CGA, and thefoodpeople, as well as experts from the Insight Programme. Panel discussions and case studies with businesses will also showcase how your business can harness insight to strive and thrive.

READING THE ECONOMY TO STRIVE AND THRIVE

Monday 13th March, 10-11am

Lead Partners: Sustainable Scale Up Cluster

Chair: Andy Richardson, Food and Drink Wales Industry Board / Volac

- An Economic Overview: Relevance to Food & Drink SMEs - Brookdale Consulting
- Panel: Financial Stability in the Current Climate - BIC Innovation
- Q&A Session

INSIGHT TO THRIVE IN POST-BREXIT EUROPE

Monday 13th March, 11:30am-12:30pm

Lead Partners: Export Cluster

Chair: Andy Richardson, Food and Drink Wales Industry Board / Volac

- Understanding Europe's Top Retailers and What They Require - IGD
- Panel: What to Think About When Marketing your Brand in European Markets - BIC Innovation
- Q&A session

NPD INSIGHT TO STRIVE AND THRIVE

Tuesday 14th March, 10am-12pm

Lead Partners: Food Innovation Wales Centres

Chair: Steve West, The Pudding Compartment

- Top Ten Trends 2023/24 - thefoodpeople
- State of the Nation Major Update: How Consumption is Changing in the Home - Kantar
- Case Study: Utilising Insight to Create Your NPD Pipeline - Just Love
- Q&A session

RETAIL INSIGHT TO STRIVE AND THRIVE

Wednesday 15th March, 10am-12pm

Lead Partners: Fine Food Cluster, Trade Development Programme

Chair: Rhys Jones, Tregroes Waffles

- Retail State of the Nation: What You Need to Think About to Thrive - Kantar
- How to Thrive in the Changing Retail Environment - IGD

- The Value of Welshness Retail Update - Insight Programme
- Case Study: Launching New Brands into Retail - Root Zero
- Q&A session

OUT OF HOME INSIGHT TO STRIVE AND THRIVE

Thursday 16th March, 10am-12pm

Lead Partners: Drinks Cluster, Trade Development Programme

Chair: Yash Dhutia, Nashville Food Group / Ferrari's Coffee

- Out of Home State of the Nation: What You Need to Think About to Thrive - Kantar
- Drinks State of the Nation: Understanding the Changing Hospitality Environment - CGA
- Case Study: Leveraging Welshness to Win - Hensol Castle Distillery
- Q&A session