

8 & 9 October



# Discover chef-inspired ingredient solutions from Griffith Foods

Join Griffith Foods for a culinary journey showcasing their chef-inspired ingredient solutions to delight taste buds, nourish bodies, and support sustainable practices.

Take the opportunity to experience how Griffith can elevate your product development and taste their latest creations that showcase coatings, seasonings and sauces for added-value protein and snack products.

Whether it's improving gut health, reformulating non-HFSS products, innovating for clean labels, or using sustainably sourced ingredients, Griffith Foods has the expertise and product development capability to support your needs.



## Key themes

Culinary inspiration  
concepts and Griffith Foods  
capabilities

Health & Nutrition

Sustainability

Market Insights

## Also, join Griffith Foods in Insights and Trends

In addition to their tasting sessions, hear from Griffith Foods' Jamie Measor, Regional Nutritionist, who will share insights on **"Flavours of the Future: Trends and Ingredients Shaping Modern Menus"** on 8th October from 14:45 to 15:45 on the Insights and Trends Main Stage. Also, catch Alex Skidmore, Market Intelligence Manager, on 9th October from 09:30 to 10:30 as he explores megatrends driving food and drink innovation.



## Meet our team



**Alex Skidmore**  
Marketing Intelligence  
Manager Europe



**Helen Smith**  
Sales Director  
UK&Ireland



**Jasmien Beckers**  
Customer Segment  
Marketing Manager



**Jamie Measor**  
European Head  
Nutritionist



**John Feeney**  
Culinary & Innovation  
Director Europe



**Trudie Varney**  
R&D Manager  
UK&Ireland



**Neus Bonavida**  
Customer Segment  
Marketing Manager



**Joke Putseys**  
R&D Lead Europe  
Alternative Protein,  
Seasonings &  
Coatings



# The art and science of food innovation

How does a food product get from concept to market? What ingredients are needed to go from a spark of imagination to a purchase at the counter? How do new ideas get from chef to shelf?

In this episode of the Food Matters Live podcast, made in partnership with Griffith Foods, we go on that journey to learn about the challenges and opportunities of new product development (NPD).

And we actually get to experience it firsthand, as we take the podcast on the road to visit Griffith Foods at their UK headquarters in Somercotes in Derbyshire.

When it comes to NPD it is clear there is a need for both art and science. The inspiration in the kitchen, the insights to prove there is consumer demand, the evidence to support any health claims.

[Listen here](#)