

# FOODS OF THE FUTURE: WHAT WE WILL BE EATING IN 2025 FACT FINDING TRIP TO UK 20. – 22.3.2017

16.3.2017

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**IMPORTANT PLEASE READ the background information by clicking the links.**

## Day 1 / 20 March 2017

| TIME          | THEME: EXPLORING THE FUTURE OF FOOD RETAILING   |
|---------------|---|
|               | Meeting at the airport (at gate)  |
| 7:40          | Departure from Helsinki-Vantaa airport BA 795   |
| 9:10          | Arrival to London Heathrow (Buy Oyster card).<br>Transfer by train from airport to city   |
| 11:00         | Arrival to the hotels, bag drop, check in & accommodation:<br><br><a href="#">Motel One London</a> - Tower Hill, 24-26 Minories London EC3N 1BQ<br><a href="#">Premier Inn Tower Hill</a> - 22-24 Prescott Street, London E1 8BB  |
| 12.00 – 13.00 | Working lunch in the lobby of Motel One London (lunch at own expense).<br>Introduction to the programme by Rita Smalley and Pirjo Kontio-Blunt.   |
| 13.30 – 15:00 | <b>GUIDED RETAIL STORE TOUR:<br/>THE FUTURE OF FOOD RETAILING<br/>CUSTOMER OF THE FUTURE 2025</b><br><br>Guidelines for the retail tour – <i>Pirjo Kontio-Blunt and Riikka Salokannel</i><br><br>Store tour and a visit to view the current product offering and niche market opportunities at the following retail stores: <ul style="list-style-type: none"> <li>• Food to go retailers: <b>Pret a Manger</b> <a href="http://www.pret.com">www.pret.com</a> (several around town)</li> <li>• Upmarket retailer with good selection of premium brands: <b>M&amp;S Supermarket and food to go</b> <a href="http://www.marksandspencer.com">www.marksandspencer.com</a> (168 Fenchurch Street, London, EC3M 6DE)</li> <li>• Specialist retailer: diverse organic supermarket chain</li> </ul> |

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|               | <p><b>Planet Organic</b> <a href="http://www.planetorganic.com">www.planetorganic.com</a> (23-24 Tottenham Court Road, London W1T 1BJ)</p> <ul style="list-style-type: none"> <li>• Another upmarket retailer with good selection of premium brands: <b>Waitrose @ King's Cross station</b> <a href="http://www.waitrose.com">www.waitrose.com</a> and <a href="http://www.kingscross.co.uk/waitrose">www.kingscross.co.uk/waitrose</a> (1 Wharf Road, London N1C 4BZ. T: +44 207 372 5330)</li> <li>• Higher priced high-end products delicatessen: <b>Food to go retailers @ King's Cross station</b> (several)</li> </ul> <p>We will meet representatives in some of stores and interview them on the future prospects of demand, what will the supermarket of 2025 look like, what will we be eating in the future? What are the market prospects? How retailers are aiming to meet the changing customer needs in future?</p> <p>The task is also to see what products and brands there are that will compete with your own products now, if there are niche market opportunities for Finnish food export products.</p> |
| 15:00 – 17:00 | <p><b>THE GLOBAL SCENARIOS TO 2025 – THE FUTURE FOOD CONSUMING ENVIRONMENT</b></p> <p><b>Meeting with Ms. Allene Bruce, Director<br/>NEW NUTRITION BUSINESS</b><br/><a href="http://www.new-nutrition.com">www.new-nutrition.com</a><br/><b>Location: The Office Group, Gridiron Building, One Pancras Square, London N1C 4AG. Meeting room 7.</b></p> <p>“Most of the world's most innovative food and drink and ingredients companies use our reports or consultancy to inform their strategy. They value the fact that we make our insights practical and useable”</p> <p><b>Read more: <a href="#">Linked-in profile</a></b></p> <p>Introduction of participants<br/>Q &amp; A</p>   |
| 18:00         | Arrival to the hotel   |
| 19:00         | <p><b>THE FUTURE OF GASTRONOMY: HOW THE MASTERS CREATE IN 2025</b> An evening meal together in a new Scandinavian restaurant <b>ASTER</b> <a href="http://www.aster-restaurant.com">www.aster-restaurant.com</a> (150 Victoria Street, London SW1E 5LB, T: +44 20 3875 5555)</p> <p>The kitchen will be overseen by executive chef, Helena Puolakka, and will serve the Nordic cuisine of her Finnish heritage using the classic French techniques she has refined over her career. <a href="#">Read more.</a></p> <p>Run through of experiences (the evening meal is at the participants' own expense)</p>  |
| 22:00         | Return to the hotel  |

## Day 2 / 21 March 2017

| Time         | VISITING IFE- EVENT: OBSERVING THE MEGATRENDS AND FINDING THE WEAK SIGNALS  |
|--------------|---|
| 9:00         | Meeting at MotelOne lobby. Leaving for the exhibition (metro from Tower Hill to Excel/Prince Regent DLR. East entrance)   |
| 10.00 -16.00 | <p><b>VISITING INTERNATIONAL FOOD &amp; DRINK EVENT (IFE)</b><br/> <a href="http://www.ife.co.uk">www.ife.co.uk</a></p> <p>What will be the food innovations that will shape the world In 2025? We will observe the worldwide megatrends and find the weak signals at FIE Trade Fair.</p> <p>The objective of the day is to familiarize with the latest consumer trends and R&amp;D -innovations, find new food and drink product launches, visit to interesting exhibitor stands to observe packaging, brands and the latest product concepts etc.</p> <p>Independent time to meet up with importers of their own choosing. Also meetings with pre-selected exhibitors with good branding, excellent UK marketing strategy and innovative products, e.g.:</p> <ul style="list-style-type: none"> <li>- Eat 17, Spar Shop and Bacon Jam product <a href="http://www.eat17.co.uk">www.eat17.co.uk</a> @ N2369</li> <li>- Drunken Dairy -food innovation <a href="http://www.drunkendairy.co.uk">www.drunkendairy.co.uk</a> (11am in the South Gallery Premiere Suite)</li> <li>- Empire Bespoke Foods, Importer <a href="http://www.empirebespokefoods.com">www.empirebespokefoods.com</a> @ S3914</li> <li>- Rana's, gluten free bakery <a href="http://www.ranasbakery.com">www.ranasbakery.com</a> @ N2367</li> </ul> <p><b>Participating in the seminars:</b> We will have the opportunity to hear the latest food industry market reports and the most interesting company cases, the newest trends, the latest research and R&amp;D and industry insights.</p> <p>Recommended:</p> <p><b>Diversification of Food On the Go</b><br/> <b>at 12:30 - 13:10</b> / The Talking Trends Stage<br/> Emma Heal, Graze <a href="http://www.graze.com/uk">www.graze.com/uk</a></p> <p><b>Focus on the Future</b><br/> <b>at 15:30 - 16:10</b> / The Talking Trends Stage<br/> Amelia Boothman, 1HQ Brand Agency<br/> <a href="http://www.1hq.co.uk">www.1hq.co.uk</a></p> |
| 17:00        | Coming back to the hotel (by metro)   |

**Day 3 / Wednesday 22 March 2017**

| Time                | DESTINATION 2025: FOCUS ON THE FUTURE OF FOOD BUSINESS, PR, BRANDING AND MARKETING CONCEPTS  |
|---------------------|--|
| 7:00 – 9:00<br>9:00 | Check out - Luggage should be taken along (or left at the hotel). Meeting at MotelOne lobby. Transfer to the meeting by tube from Tower Hill to High Street Kensington and Whole Foods Market.   |
| 9.00 - 10.00        | <p><b>CASE: TOWARDS THE UK MARKET</b><br/> <b>Ms. Virpi Venho- Jones</b><br/> <b>Super Treats <a href="http://www.supertreats.co.uk">www.supertreats.co.uk</a></b><br/> <b>Location: upstairs in “Room with A View” at Whole Foods Market Kensington</b></p> <p>Meet Virpi in person and hear her story of Supertreats from product development to retail in the UK. She will be telling about the hard work when creating a product, brand and finding manufacturing, getting through to the buyers and finally in shops. Truly Inspirational!</p> <p>You will get practical advice how to present your product to a retail chain in the UK. What should be taken into account when presenting your product to a UK buyer: company presentation, product presentation etc., product concept, packaging, labelling and brand building directed towards the UK markets.</p> <p>Introduction of participants<br/>Q &amp; A</p> |
| 10.00 – 11.00       | <p><b>STORE VISIT</b><br/> <a href="http://www.wholefoodsmarket.com">http://www.wholefoodsmarket.com</a><br/> <b>Whole Foods Market</b><br/> <b>The Barkers Building</b><br/> <b>63/97 Kensington High Street</b><br/> <b>London, W8 5SE</b><br/> <b>+44 2073686100</b></p>  |
| 11.00 – 11.30       | Transfer by tube   |
| 12.00 – 14:00       | <p><b>THE FUTURE OF E-COMMERCE</b><br/> <b>Lunch at Scandikitchen</b><br/> <a href="http://www.scandikitchen.co.uk">www.scandikitchen.co.uk</a> (61 Great Titchfield Street, London W1W 7PP)</p> <p>Britain’s largest Scandinavian food store and online retailer. While having sandwich lunch, we will meet Jonas Aurel, Managing Director of Scandikitchen who will be telling about their operations, future prospects, logistics and how they sell Scandinavian food to consumers and retailer in the UK.</p>  |
| 14:00 – 15:00       | The opportunity to explore the town and shop   |

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| 15:00 | Transfer by train from city to Heathrow airport |
| 18:15 | The flight to Helsinki BA 798                   |
| 23:10 | Arrival to Helsinki-Vantaa airport              |