



**FOOD MATTERS** *live*



# Tastes of Better VIP audience summary





# Tastes of Better VIP Profile

The Food Matters Live: Tastes of Better series has run three successful events in 2023 across London, Manchester and Ascot.

VIPs at Tastes of Better consist of a quality audience of product developers and innovation teams across brands, manufacturers, retailers, foodservice and QSRs.

In 2023, these events have brought together over 500 food professionals as qualified VIPs - both as part of a wider team or as individuals.

Taking place in regional locations, Tastes of Better has attracted attendees from across the UK with delegations coming from: London and the South East, the South West, Midlands, Wales, East of England, the North and Scotland.

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# 2023 VIP Audience

Profile of companies who have attended in 2023 include:

- 2 Sisters Food Group
- AB World Foods
- Abbeydale Foods
- Abergavenny Fine Foods
- Aimia Foods
- Allied Bakeries
- Allplants
- Aramark
- Arden Foods
- Baker & Baker
- Be Hundred Percent
- BOL Foods
- Bidfood
- Booked Group
- Brioche Pasquier
- British Sugar
- Britvic
- CAFRE
- Campden BRI
- Castle MacLellen
- Co-Op
- Compass Grou
- Costa Coffee
- Cottage Delight
- Cranswick
- Creed Foodservice
- Croft Valley Foods
- Dalstons
- Deliveroo
- Disney
- Duerrs
- Ecotone
- Elior
- Endori
- English Provender
- Eurilait
- Evolution Foods
- FDF
- Field and Forest Foods
- Finnebrogue
- Food Standards Agency
- Fortnum & Mason
- Fox's Burton's Companies
- Fresh Fitness Food
- Gearys Bakeries
- Ginsters
- Gosh! Food
- Greencore
- GreenIsle Pastry
- Greggs
- Gu Puds
- Hain Daniels
- Herbalife
- Higgidy
- Holroyd Howe
- Hovis
- Huegli
- Huel
- Impossibrew
- Innocent Drinks
- Italian Beverage Company
- Jackson's Bakery
- Jamie Oliver Group
- Just Eat
- Kavli Group
- Kellogg's
- KFC
- KIND Snacks
- Kione
- Le Csselle





# 2023 VIP Audience

Profile of companies who have attended in 2023 include:

- Legumology
- Leigh's Gluten Free Bakery
- Lidl
- Little Moons
- Luhv Drinks
- Marks & Spencer
- Mars
- Marston Foods
- Marstons
- McDonald's
- Merchant Gourmet
- MHP Food
- Midshire Foods
- Mission Foods
- Mitchells & Butler
- Mizkan
- Mondelez
- Moo Free Chocolate
- Mueller
- Native Snacks
- Natural Balance Foods
- Nelsons
- Nestle
- New Food Innovation
- New Protein Capital
- Nomad Foods
- Nurture Brands
- Oddbox
- OTC Beverages
- Papa John's
- Park Cakes
- Pasta Foods
- PepsiCo
- Perfetti Van Melle
- Pilgrim's
- Pladis
- Plant Heads
- Premier Foods
- Primula Cheese
- Princes
- Pukka Herbs
- Quorn
- Ramona's Kitchen
- Redefine Meat
- Rowcliffe
- Sainsbury's
- Samworth Brothers
- Saputo Dairy
- Slimming World
- Sodexo
- Starbucks
- Subway
- Summit Foods
- Sussex Pub Company
- Sustainable Restaurant Association
- Symprove
- Tesco
- The Collective
- The Compleat Food Group
- The Dairy Collective
- The Hut Group
- THIS!
- Ugo Food Group
- Unilever
- Valeo Foods
- VBites
- Waitrose
- Walkers Shortbread
- Warp Snacks

# 2023 VIP Audience

## Profile of job titles of attendees in 2023 include:

- Assistant Brand Innovation Manager
- Assistant Brand Manager
- Assistant NPD Manager
- Associate Nutrition Manager
- Brand Category Manager
- Brand Manager
- Buying Manager
- Category Manager
- Category Marketing Manager
- Catering Brand Manager
- CEO
- Chief Innovation Officer
- Co-founder
- Company Nutritionist
- Concept Developer
- Concept Development Chef
- Consumer Sensory Scientist
- Culinary & Innovation Director EMEA
- Culinary Innovation Manager
- Development Assistant
- Development Baker
- Development Chef
- Development Manager
- Development Technologist
- Dietitian
- Director
- Director Global Sustainability
- Director of Innovation
- Director of Nutrition & Wellbeing
- Director of Transformation
- Director of R&D
- Drinks Technologist
- EMEA Nutrition Lead
- European Senior Brand Manager
- Executive Development Chef
- Executive Head Chef
- F&B Resort Director
- FEI Senior Confectioner
- Food Designer
- Food Development & Nutrition Assistant
- Food Process Technologist
- Food Projects Manager
- Food Science Innovation Manager
- Food Scientist
- Foodservice Manager
- Food Technologist
- Founder
- Front-end Innovation Product Developer
- Global Flavour Development Expert
- Global Ingredients Expert
- Global Nutrition Manager
- Global Procurement Ingredients
- Global R&D Manager
- Global Sustainability Manager
- Group Leader Product & Ingredient Innovation
- Group Marketing Manager





# 2023 VIP Audience

## Profile of job titles of attendees in 2023 include:

- Growth & Development Lead
- Head Chef
- Head Chef Future Foods
- Head of Creative Solutions
- Head of Development
- Head of Direct Procurement
- Head of Food
- Head of Food & Quality
- Head of Food Development
- Head of Food Innovation
- Head of Food Product
- Head of Food Technical
- Head of Innovation
- Head of Insights
- Head of Marketing
- Head of Menu
- Head of NPD
- Head of Nutrition
- Head of Product
- Head of Product Development
- Head of Product Insight
- Head of R&D
- Head of R&D & Innovation
- Head of Regulatory
- Head of Research
- Head of Snacks
- Head of Social Impact
- Head of Sustainability
- Head of Taste
- Head of Technical
- Innovation & Marketing Director
- Innovation & Sustainability Manager
- Innovation Controller
- Innovation Lead
- Innovation Manager
- Innovation Programme Director
- Insight Executive
- Insight Manager
- Junior Product Developer
- Junior Trends & Innovation Support
- Lead Food Designer
- Lead NPD Executive
- Lead Plant Scientist
- Lead Technologist
- Managing Director
- Marketing Controller
- Marketing Director
- Marketing Executive & Nutritionist
- Menu Manager
- NPD & Brand Manager
- NPD Assistant
- NPD Controller
- NPD Customer Lead
- NPD Manager
- NPD Nutritionist
- NPD Team Leader
- NPD Technologist
- Nutrition & Health Manager
- Nutrition & Innovation Manager
- Nutrition Assistant EMEA
- Nutrition, Regulatory & Scientific Affairs Senior Manager



# 2023 VIP Audience

## Profile of job titles of attendees in 2023 include:

- Nutritionist
- Owner
- Partner & Senior Ethics and Sustainability Manager
- Health
- Process Development Technologist
- Process Manager
- Process Technologist
- Procurement Manager
- Product & Technology Developer
- Product & Nutrition Technologist
- Product & Sustainability Manager
- Product Developer
- Product Development Controller
- Product Development Manager
- Product Development Technologist
- Product Director
- Product Innovation & Development Technologist
- Product Manager
- Product Technologist
- Project Manager
- Quality & Operations Manager
- Quality and R&D Manager
- Quality Lab Supervisor
- Quality Manager
- Quality Technologist
- R&D Director
- R&D Manager
- R&D Marketing Executive
- Regulatory & Scientific Affairs Senior Manager EMEA
- Regulatory Manager
- Research Analyst
- Scouting & Exploration (R&D) Leader
- Senior Analyst: Food & Nutrition
- Senior Associate Principal Scientist





# 2023 VIP Audience

## Profile of job titles of attendees in 2023 include:

- Senior Brand Manager, Nutrition Innovation UKI
- Senior Category Manager
- Senior Company Nutritionist
- Senior Developer
- Senior Development Chef
- Senior Development Technologist
- Senior Diet & Health Executive
- Senior Dietitian
- Senior Food Scientist
- Senior Food Technologist
- Senior Innovation Manager
- Senior Marketing Manager
- Senior NPD Technologist
- Senior Nutrition Manager
- Senior Product Developer
- Senior R&D Manager
- Senior R&D Scientist
- Senior Research Manager
- Senior Technologist
- Sensory Scientist
- Specialist Technical Manager
- Senior Manager, Product Development & Compliance – EMEA
- Strategic Innovation Manager
- Strategy Analyst
- Sustainability Director
- Technical & NPD Director
- Technical Director
- Technical Executive
- Technical Innovation Manager
- Technical Manager
- Technical Product Manager
- Technical Specialist
- Technician, R&D Laboratory - E&A
- Technologist
- Trading Controller
- UK R&D Product Developer
- Vice President R&D

