

FOOD TECH TRENDS OF 2016 AND PREDICTIONS FOR 2017

——— *with highlights from London Food Tech Week 2016* ———

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A FEW WORDS FROM NADIA & VICTORIA

2016 has been an exciting year in Food Tech. From the launch of delivery bots to the rise of alternative protein sources, this year surfaced the tipping point for a major Food Tech revolution.

Egg-less mayo and lab-grown meat hit the mass-market store shelves in the US, YFood created the world's first insect bar in London, Amazon launched an artificial intelligence-powered checkout-free retail store. This may sound like a sci-fi movie from the 2000's, but no, the future is already here.

London Food Tech Week 2016, our second edition, showcased the hottest trends of the year to come in Food Tech - we're excited to share them with you in this report.

This coming year, we'll be seeing quite a few large-scale changes happening in the Food industry.

First of all, expect continued growth in food companies making an increased number of investments in the Food Tech space - following in the footsteps of companies like Kellogg, Unilever, Campbell Soup, General Mills and Tyson Foods. Wider innovation and investment mandates and diversification through investment will be two big trends for 2017. With a move towards companies repositioning mission statements, this allows them to become, say, protein providers instead of pure poultry providers.

Secondly, not only the big food companies will be investing. We anticipate growth in Food Tech investments across the investor scale. Food Tech is the new high-growth area that has seen investors from Bill Gates to Founders Fund and Index Ventures investing their funds. We've been delighted to see our investor community grow rapidly on a global basis and more companies than ever before receiving funding to scale.

Thirdly, we'll be watching the urban farming industry closer than we have ever done before. Investment in this space was through the roof in the US in 2016, and this year will be the year to prove which models were a short-lived hype and which are here to stay.

And speaking of urban and addressing the food problem space around a growing urbanisation trend, Asia is where we undoubtedly see the next big market evolving. Interest in Food Tech from China, Malaysia and Singapore will be exploding this year - especially in Singapore, where 100% of all produce is currently imported. Solutions for increasing convenience and efficiency in the metropole is not only on the government's



Nadia El Hadery
Co-founder, YFood



Victoria Albrecht
Co-founder, YFood

radar, but we're seeing increased investment, innovation and expansion of Food Tech companies, like Winnow for example, in the region. We also launched our first Food Tech Wednesdays Kuala Lumpur in January 2017, which oversubscribed within just a few days.

In addition to this, 2017 is the year where we anticipate retailers and restaurants to step up their game. On the innovation slow lane up until now, both the hospitality industry and the supermarket giants are facing an increasingly competitive space. But there is hope: While technology-first competitors threaten classic models, there is a massive untapped opportunity to entice with (genuinely exciting and novel) experience-led campaigns.

2017 is going to move quickly - blockchain and AI will change everything. We're excited to follow it closely and share our insights and Food Tech news and updates along the way.

Nadia & Victoria



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TOP TRENDS & INNOVATIONS AT LONDON FOOD TECH WEEK 2016

As a magnet for Food Tech's best and brightest, London Food Tech Week 2016 became a buzzing hub of some of the world's leading ideas and innovations in Food Tech. Here's a round-up of the key trends we saw and what this means for our future.

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17 - 21 October 2016
TECH WEEK
— LONDON —

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LONDON FOOD TECH WEEK 2016 AT A GLANCE

1

Week Jam-packed
with Food Tech



89

Esteemed
Investors



27

Exclusive Venues
in the Heart of
London

3220

Amazing Attendees



5

Days of Curated
Themes



200

Hungry Startups

30+

Main Index
Companies
Attended



83

Insightful
Events

136

Inspirational
Speakers From
Across the Industry

OUR MOST UNFORGETTABLE MOMENTS

London Food Tech Week 2016 was jam-packed with sights, sounds, smells and tastes of the future of food. Here are some key moments too memorable to not bring up again!

PITCHING BREAKFASTS



We helped launch the first ever Just Eat Accelerator Programme, and helped them find their first winner at our Pitching Breakfasts.

YFOOD OF GENIUS



YFood took over the iconic Tower of London for YFood of Genius, a dynamic and creative event in which we bring together 3 of Europe's hottest Food Tech startups and a panel of 12 industry experts and influencers.

INSECT COCKTAILS



We sipped on insect-infused cocktails and nibbled on delicious insect-based creations at the world's first Insect Bar.

OUR MOST UNFORGETTABLE MOMENTS

A HISTORY OF FOOD



We were captivated by William Sitwell's talk 'A Brief History of Food' in which he discussed the way the food system has developed over the last 4000 years.

YFOOD TALKS



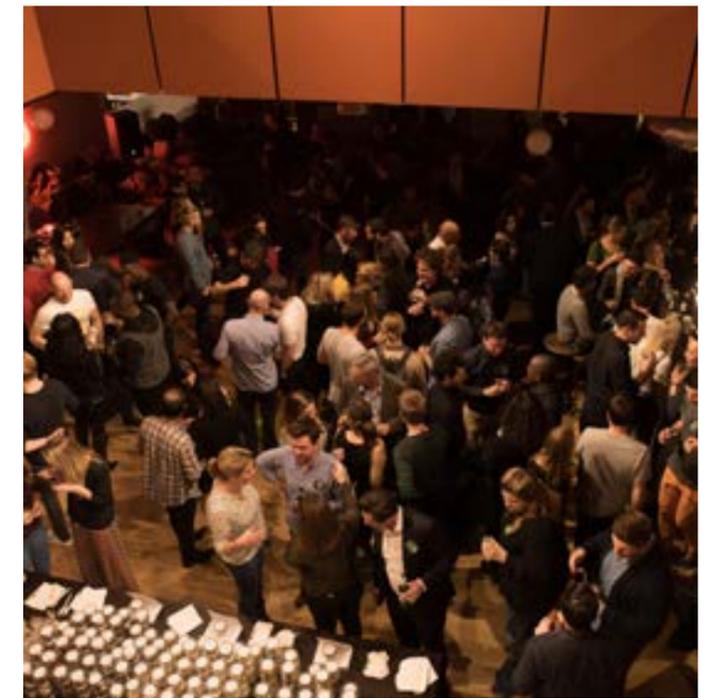
We held our first ever YFood Talks, showcasing 6 powerful change drivers of our food system.

COOK OFF EXTRAORDINAIRE



We were joined by Jamie Oliver Food Tube's very own The Food Busker, Michelin starred chef Elizabeth Allen and Nanban chef Tim Anderson for a very special cook off.

2017 LAUNCH PARTY



We hate endings so rather than hosting a 2016 wrap-up party, we opted for a 2017 London Food Tech Week Launch Party instead and hundreds of you joined us to dance into the wee hours.

A man in a dark suit and white shirt is speaking into a microphone. He is looking slightly to the left. The background is blurred, showing other people in a conference setting. The entire image has a teal color overlay.

HOW TO FEED 9 BILLION BY 2050? SOME IDEAS ON SUSTAINABILITY

We brought together the best minds - from big and small players - to discuss and co-create solutions to feed 9 billion. Food Tech entrepreneurs and bright minds saw this as an opportunity to bring innovative approaches and technology together to create scalable, impactful solutions as well as lucrative businesses.



Highlights

At our Meeting of Minds session, we heard industry leaders share their solutions for a sustainable future food system. These solutions included reducing food waste, smarter agriculture in the form of aeroponics and hydroponics, urban farming where arable land is scarce and innovating to produce alternative food sources. We also talked about how startups and big industry players can leverage each other to scale these solutions and drive impact on the food system and the bottom line - on a global level.

What we're looking forward to in 2017

Technology that will increase efficiency in producers, commercial kitchens, homes and retailers with the aim of creating a sustainable food ecosystem through **reducing and redistributing food waste** with **data-driven innovation**; creating and finding **alternative food sources to traditional livestock**; increasing **transparency** in the value supply chain; **smarter agriculture** and **urban farming** to increase yield using limited resources.

“ Collaboration comes about when there is a really strong shared purpose. That's where the strongest collaboration comes together so brilliantly. ”

Rachel Finn, Head of Campaigns, Tesco

“ Food technology is giving us new ways to approach problems of food waste, food poverty and a lot of the other issues associated with food production and agriculture by enabling us to develop solutions to solve these problems that couldn't be solved before. ”

Iseult Ward, Founder & CEO, FoodCloud

CASE STUDY: TESCO, FOODCLOUD & FARESHARE

Supermarket giant Tesco and food redistribution social enterprise FoodCloud teamed up on Community Food Connection — a project to help combat food waste. By connecting thousands of Tesco's stores across Ireland and the UK to charities and food banks, millions of meals were created, tackling food poverty and waste in the process. This case study is important as it showcases how collaboration between large organisations and small startups can be mutually sustainable yet commercially viable at the same time.



THE COLLABORATORS



One of the world's largest retailers, serving millions of customers a week in-stores and online. Currently in 11 countries globally.



A tech platform that helps redistribute surplus food from over 1,300 donating retail outlets across the UK and Ireland, with over 9m meals donated to date through the platform.





THE ISSUE

Tesco set themselves the target that no food that's safe for human consumption will go to waste from their UK retail operations by the end of 2017. Tesco wanted to make this surplus food from their stores available to charities and community groups in need. This surplus food becomes available late at night, sometimes making it difficult for representatives from those charities or groups to collect. With the thousands of stores open seven days a week that Tesco has, they also needed to find several thousand charities to meet the supply of surplus.

THE SOLUTION

Tesco, FoodCloud and FareShare collaborated on Community Food Connection, a project that had them work closely together to develop a process that would work well for both Tesco's stores and the charities they were connecting with. FareShare developed a network of charities and linked them to Tesco's stores so that surplus food could be rescued within communities.



FoodCloud developed the initial process and the technology platform that facilitates and tracks donations with Tesco Ireland in 2013. FoodCloud was also finding, matching and looking after the receiving charities in a sustainable way.

In 2015, FoodCloud started working with Tesco UK to develop and integrate that process for Tesco's UK stores in a way that they could implement at scale. FoodCloud also worked with the food charity network FareShare who helped match thousands of charities to Tesco's stores. FareShare built up a new team of regional managers and people on the ground across the UK who go out meeting charities, matching them to stores and offering ongoing support.

Tesco developed the store processes, training materials and reporting for the programme. They made this process as simple as possible for the stores to follow, and led the training to stores across the UK. They also created a team of regional managers to support the roll-out.





KEY ACHIEVEMENTS AND MILESTONES

800 large Tesco stores

where Community Food Connection is now live - this programme is being extended to every convenience store by the end of 2017.

5 million meals

donated by Tesco to date

3300 charity partners

benefitting from the programme such as homeless shelters, substance abuse rehabilitation services, after-school clubs, and more.

75%

of available days matched to charities

1st of its kind in the UK

FoodCloud's platform integration with Tesco's PDA devices that enables full reporting and traceability for food safety requirements on all donated food



Charity feedback is resoundingly positive



Tesco colleagues love the programme!

TESCO'S BIGGEST LEARNINGS

- Spend time agreeing with your collaborator what success looks like.
- Be really clear on the environment you're looking for the technology or initiative to work in.
- Be ready for problems and embrace small failures. Find ways to stay positive and share the successes, don't ever lose sight of what's working and the progress that you've made.

FOODCLOUD'S BIGGEST LEARNINGS

- Understand the problem as much as you can and the value you can add to the partnership.
- Find a champion within the large organisation who believes in the mission and cause and who is willing to champion and support collaboration and bring others on board.
- Understanding how to work with any large organisation initially as a start-up is a challenge! Good communication and a mutual understanding of how to work together is key.
- Look for strong strategic alignment in your partners that share your values and believe in your vision.

Rachel Finn, Head of Campaigns at Tesco and Iseult Ward, CEO & co-founder of FoodCloud both presented their collaboration during our Meeting of Minds session on our Sustainability Day of Food Tech Week London 2016. This case study was prepared with help from Iseult and Lindsey Crompton, Head of Community at Tesco.



Rachel Finn



Iseult Ward

Learn more about Community Food Connection:
<http://www.tesco.com/community-food-connection/>

Learn more about FoodCloud:
<http://food.cloud/>

Learn more about FareShare:
<http://www.fareshare.org.uk/>

WHAT DOES THE FUTURE HOLD FOR FOOD?

We peered into our Food Tech crystal ball and the future looks like food 3D-printed with cricket powder using a recipe created based on the highly personalised nutritional needs of the consumer! We brought leading innovators in Food Tech to discuss opportunities, solutions, viability and key challenges around the Future of Food.



Highlights

A key highlight was the launch of the world's first Insect Bar. Insect innovators gathered to showcase how insects are an extremely feasible food source of the future. We were joined by incredible insect innovators whose businesses aim to introduce insects into our mainstream diets, either by focusing on commercialising cultivation or through appetising insect products.

What we're looking forward to in 2017

To take on a seemingly unsurmountable challenge which is the meat industry, we need to look at ideas that were once labeled as crazy but don't seem so crazy anymore now: **Smarter eating solutions** for health and nutrition through **ultra-personalisation** and **mass-customisation**; **lab-grown meat**; alternative protein sources found in **insects** and plants; and cutting-edge hardware solutions like **3-D printing** bring these trends to life.

“Right now we're using land mass 8 times the size of Brazil to raise all the cows on earth so finding alternatives that deliver high quality protein and nutrients that are in animal products is critical without adding to the carbon load that we already have from all the animals on the planet.”

Lee Cadesky, Co-founder, One Hop Kitchen & C-FU Foods

“People are looking more into how we can use technology to produce better food in new ways and we are really happy to be part of that and working with so many diverse businesses solving other food challenges.”

Jason Hirst, CEO, Evogro

“The concept of growing food indoors within urban areas is not a unique phenomenon. What has happened more recently is the convergence of technology, know-how and understanding. If you can bring these together in a low-cost way and collaborate with universities, then you'll create an environment where you can actually grow leafy greens in a low-cost manner, collect data, and start to make a real difference. We want people to participate in a broader trend by becoming owners.”

Ron Reynolds, CEO & Co-founder, Green Collar Foods

CASE STUDY: HOW MARKETING CAN AFFECT BEHAVIOUR CHANGE

For almost [75 percent of Americans](#), sustainability is an important factor in their buying decision.

And this trend comes with good reason. Research by the World Resources Institute (WRI) and many others shows that the kind of food we eat - and how much of it - has a major impact on resource use, food security, and the environmental impacts of agriculture. The WRI estimate that **the world needs to close a 70 percent “food gap” between the crop calories available in 2006 and expected calorie demand in 2050.** Population growth, rapidly

increasing urbanisation, and global movement towards a western diet are the key drivers of this gap.

Why is it then, that despite this wealth of information being widely communicated and available in the public domain, more people do not change what they eat? Daniel Vennard and his team at the WRI’s Better Buying Lab explored the reasons why when looking into how to reduce meat consumption.





WHY CURRENT STRATEGIES FOR CHANGE AREN'T WORKING

Rooted in complex behavioural economics, the answer is actually quite simple: Grocery shopping and restaurant ordering are deeply habitual and sub-conscious decision-making processes, strongly engrained in routine. Shopping is not a rational process and so new information often goes unnoticed and food consumption behaviour happens on autopilot.

The majority of current efforts and campaigns to shift behaviour centered around education, information and the advocacy of abstinence, have been ineffective in shifting people's diets. **A broader set of strategies that target how customers actually make purchasing decisions would be more effective.** And at the current rate of natural resource depletion, we have to change diets, not just mindsets.

CASE IN POINT: LOWER-ALCOHOL BEER

There are many examples we can learn from such as the challenge set by the UK government in 2011 to remove 1 billion alcohol units from people's diets by 2015. The UK government incentivised the industry to meet the challenge by decreasing taxes on lower-alcohol beer and increasing taxes on beers with 7.5 percent alcohol content or higher. The industry already had a potential solution in lower-alcohol beers, however, there were significant barriers to success. For example, a limited interest in the benefits of choosing low alcohol drinks, the poor taste of low alcohol beer, products being displayed

in the unsexy "low-alcohol" section, and close to no promotional offers. One brand that took this challenge head-on was Molson Coors. In 2012, they launched Carling Zest, a beer with 2% less alcohol than your average beer, and introduced citrus and ginger flavour notes. Instead of advertising it as "healthy" or promoting drinking less, it was marketed as the refreshing choice. Carling Zest promotional displays and advertising campaigns were rolled out everywhere. And the strategy worked: sales rocketed, more and more companies launched their own drinks. By 2013, The UK government had reached its goal and created a lasting shift in buying behaviour.

FOUNDATIONS FOR A NEW FRAMEWORK

Daniel and his team at the Better Buying Lab observed countless consumer mass-behaviour shifts successfully orchestrated by industry, non-governmental organizations (NGOs) and government such as: caged to free-range eggs, big box to compact washing powder, butter to plant-based spreads, the move away from shark fin soup in China and using coffee eco-refills.

Daniel and his team found that ["change happened when businesses identified the barriers to adopting something new and developed creative strategies to overcome them"](#). Informed by proven private sector marketing tactics and successful shifts as listed in the examples above, Daniel and his team now propose a new framework for strategies to create changes in consumption: The Shift Wheel.

The Shift Wheel: Changing Consumer Purchasing



The Shift Wheel comprises four complementary strategies to shift consumption. Each Shift Wheel strategy is described below, along with examples and case studies from the food and beverage sector of consumption shifts.

MINIMIZE DISRUPTION

The biggest barrier to consumption behaviour change is breaking long-formed habits. Therefore, an effective route to change is minimising how perceivable the differences are. This can be done by a) Replicating the experience of the original product so the difference can hardly be noticed (e.g. placing non-dairy and UHT milk in the chilled section to make it seem more like “normal” milk) b) Disguising the change (e.g. Lurpack blending 30% vegetable fat into butter and calling it “Lurpack Lighter”) or spreading the change over a very long period of time (eg reducing levels in salt in UK bread by 20% over 10 years) c) Forming habits in new markets.

SELL A COMPELLING BENEFIT

In cases where the consumption shifts are too apparent to disguise, an effective strategy can be to sell a benefit compelling enough to encourage consumers to change their purchasing behaviour. This can be achieved by a) Meeting current key needs (e.g. brands such as a “Happy Eggs” advertised free range eggs to be tastier, capturing 45% of the UK market despite a 30-50% higher price), b) Delivering a compelling new benefit for consumers (eg Birds Eye repositioning their fish fingers, made with

pollock instead of cod, as “Omega 3 Fish Fingers” and shifted a large proportion of sales to the more sustainable pollock fish) and c) Making the desired alternative more affordable to the consumer (eg. Hampton Creek sells plant-based alternatives that are both indistinguishable from and cheaper than animal-based alternatives)

MAXIMISE AWARENESS AND DISPLAY

Establishing prominence in the consumer’s mind greatly increases the chances of purchase. There are several ways this can be tackled: a) Enhancing or improving the shelf or store position of a product (e.g. Tesco’s saw a rise in healthy snack purchases when it swapped out sweets for healthy alternatives at the till). b) Constraining the display (eg. Google placed its M&M’s in opaque jars in the NYC office and in a 7 week period their 2000 staff consumed 3.1 million fewer calories from M&Ms) and c) Being more memorable in packing and/or advertising campaigns as these are more likely to get their product purchased (e.g. Coca Cola’s distinctive red colour, brand and bottle shape)

SHIFT SOCIAL NORMS

Research has shown that the cultural environment has an influence on the decisions we make, and are often in line with - consciously or unconsciously - wanting to gain social approval. Approaches to evolving social and cultural norms include

a) Making something socially unacceptable (e.g. when Jamie Oliver launched a campaign to protest

non-free-range chicken, sales thereof increased by 35% b) Making something socially desirable (e.g. cranberry sales quadrupled the day after Delia Smith used them on TV) and c) Informing consumers about the issue. While information alone rarely leads to action, it can lead to direct or indirect multiplier effects, e.g. by raising the profile of an issue, prompting product reformulation of forming the basis of new policy.

And with multinationals having such a vast reach and influence over what is grown and served, it is clear that in order to create a meaningful shift in the current trends, cooperative efforts on a large scale are imperative.

There are many more areas and challenges we can see the wheel being applied to in a meaningful way, for example

- Reducing food waste in the home
- Discouraging overconsumption and unnecessary purchasing choices
- Making healthier, more nutritious choices
- Lower overall calorie intake/reducing overconsumption
- Reducing overconsumption of animal-based protein
- Reducing fish consumption
- Reusing and recycling packaging
- Reusing water bottles
- Drinking less alcohol
- Drinking more water

What’s exciting is the potential of technology - through product hardware and software innovation, and through social media movements - to scale the reach, speed and outcomes of these shifts. There is a sea of opportunity for big businesses and startups to innovate and shape the future.

At London Food Tech Week 2016, Daniel Vennard, Director of the Better Buying Lab at the World Resources Institute (WRI), presented his research on shifting mass behaviour in the food industry and introduced a framework for creating change: *The Shift Wheel*.



To find out more about the WRI’s Better Buying Lab, check out their [website](#) and most recent [working paper](#).





KEEPING CONSUMERS ENGAGED DIGITALLY

Some of the world's biggest influencers in food shared their journey and gave an inside scoop as to how to win big in today's content overload. John Quilter, aka The Food Busker took over the Ace Hotel in an engaging day that featured the dream team from the Jamie Oliver Group, Jamie Spafford of SORTEDfood and chefs Elizabeth Allen and Tim Anderson.



Highlights

We also picked the minds of thought-leaders for opportunities, challenges and potential solutions related to the Supermarket of the Future. We explored how supermarkets can stay current and relevant, what the supermarket of the future might look like and how can we work together to create the vision of this future. We showcased and discussed how startups and big industry players can leverage each other to scale these solutions and drive positive impact in a big way.

What we're looking forward to in 2017

Improving tech hardware and software and high smart device penetration means anyone with a vision and tech savvy can create! Lo-fi setups are capable of producing high quality content with mega reach and engagement, and in real-time to boot: **Social media livestream**; using **mobile devices to capture video content**; preserving **brand authenticity** to keep audiences engaged; **real-time influencer involvement** to drive brand loyalty and engagement.

The supermarket of the future will shift towards using mobile and social media to engage consumers in **food waste campaigns**; **blockchain-powered food transparency** campaigns; and the rise of **“experience stores or areas”** to provide seamless experiences and create sticky users.

“The live experience has just exploded. Our live kit is one man and an iPhone. We try to keep up with the pace by reaching audiences where they are.”

*Rich Herd, Head of Food Tube,
The Jamie Oliver Group*

“Whether through technology or store environment, it's about going the extra mile to make sure that food is produced in the right way. These are all great things that we can see potential future growth in. It's about keeping fresh and keeping relevant as customers change.”

*Tim Lee, Head of Strategic Planning,
Marks & Spencer*

“Take the lead from the word ‘social’. We are in an extraordinary global party of strangers. We therefore need to think about narrative and dialogue that is engaging. You're at the world's biggest party, how do you not be a loner?”

*Zoe Collins, Creative Director,
The Jamie Oliver Group*

“Audiences have changed. Millennials are more sophisticated as they can decide & interpret new content better than an older TV audience. What is needed is not a quick fix but a long-term relationship & conversation with the audience for the brand to be authentic & genuine.”

John Quilter, The Food Busker

CASE STUDY: COOKING UP A VIDEO STORM WITH YOUTUBE STAR JAMIE SPAFFORD OF SORTEDFOOD

JAMIE SPAFFORD, one fourth of YouTube's cooking wonder boys SORTEDfood, joined us at Food Tech Week London 2016 to share his key insights after nearly 7 years on YouTube - the launching pad that gave four friends who loved to cook a platform to share their delicious mission and message with the rest of the connected world

With over 1.7 million YouTube subscribers and a combined following of over 370,000 on social media, SORTEDfood are no strangers to the tuned-in digital consumer. The lovable foursome of Jamie Spafford, Ben Ebbrell, Barry Taylor and

Mike Huttlestone have had a smash hit on their mitts ever since they burst onto the scene with their off-kilter, unintimidating and extremely funny YouTube format cooking show.

The camaraderie and banter between the main stars of SORTEDfood is authentic as they've known each other for over 19 years. It is this sincerity and warmth, paired with their it's-notrocket-science recipes that have pushed them to the forefront of video content in the digital age. As one of YouTube's most engaged cooking channels in the world, you'll want to take note.



Engaging consumers with video content filmed only on a mobile phone at London Food Tech Week 2016



SO YOU WANT TO BE A VIDEO INFLUENCER?

Do what you love. This is not simply a 9-to-5 job. This is the kind of thing that takes up all your time to grow as much as possible. If you don't love it, it will seem like a chore and your audiences can tell very easily if you are not enjoying every last bit of what you do.

WHEN COLLABORATING, REMEMBER THAT CREATORS HAVE MORE TO LOSE THAN BIG BRANDS DO.

Collaboration between YouTube creators and big brands is nothing new. As more brands try to tap into a younger, Gen Z audience, YouTube creators are increasingly commissioned in the brands' race to engagement. In the collaborative process, the brands are usually in control as they are perceived to be the client. However, it is the content creators who have an intimate understanding and access to the audience that these brands are trying to reach. An

off-brand message from the creator to their audience could be seen as 'selling out' and could potentially damage their reputation with the audience they have so painstakingly built. Therefore it is important that big brands seeking to work with content creators place their trust in the creators and allow them creative control.

LISTENING TO FEEDBACK FROM YOUR COMMUNITY IS IMPORTANT.

Many recipes on SORTEDfood have come from requests online. Community feedback needs to be paid serious attention. On top of that, always be aware of your surroundings and never stop looking around to see what the next relevant thing is and how you can step up to create engaging content. Use community feedback to build up to what happens next. SORTEDfood has thrived on creating entertaining videos based on the contribution of their supportive community.



WHAT DOES THE FUTURE HOLD?

Digital media platforms are starting to move towards catering to more niche interests. These platforms recognise that despite the smaller audience share, they produce high engagement rates because they feature content that their audiences are extremely passionate about.

As for SORTEDfood, they are looking at making tools that will get more people into the kitchen. SORTEDfood's mission has always been about giving people the tools (centred around video) they need to learn to cook and enjoy themselves at the same time. In 2014 they launched an app that allows users to upload their own recipes and build their own products around food.

Jamie Spafford handles SORTEDfood's communications, social media, PR, marketing and business development.



He joined us at Food Tech Week London 2016 to share his stories and insights on the importance of video engagement in the digital age.

Delicious content, sorted:

<https://www.youtube.com/user/sortedfood>

DINING IN THE FUTURE

We brought together the leaders of food and Food Tech to discuss, engage with and co-create solutions for the retail and tech-enabled consumer and brand experience of tomorrow and we looked at the future of dining, both in and out of the home.

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Highlights

We looked at how technology is able to improve the overall quality of the dining experience from both the operator and consumer's side. Using tech-enabled solutions, the restaurant and hospitality industry is able to access data that provide invaluable insight into how they can operate more efficiently and sustainably, as well as how to tailor their service for improved customer satisfaction and higher nutritional value.

We also looked at how Tech is empowering consumers to discover more dining opportunities as they can fulfil their needs based on nutrition, convenience, dietary requirements and taste. As more consumers become more conscientious about the provenance and production ethics of their food, the tech that can tell them where and how their food came to their table will also be a prominent focus.

What we're looking forward to in 2017

More **transparency** and **traceability** along the food supply chain offered by **blockchain applications**; the rise of the **convenience economy** through **subscription** and delivery models; **delivery bots**; **data-driven hospitality**; and **real-time digital consumer engagement**.

“It's really important for F&B businesses to understand technology. There's lots of pressures on the business and tech is going to provide more efficiencies and innovation in the dining space, particularly with so much uncertainty in the market going forward.”

*Peter Martin, Vice President,
CGA Peach*

“We need to make sure that we provide great value and great choice but understand that that's based on who the consumer is and what they're looking for. Technology makes it possible to understand customers and show them different options.”

*John Ross, Senior Product Manager,
Just Eat*

“It is important to use data to test the success of behavioural changes. Collecting, analysing and understanding data provides awareness that will lead to behaviour change that is incremental as a result of data quality and the right leadership.”

Cara Unterkofler, Managing Director for Europe, LeanPath

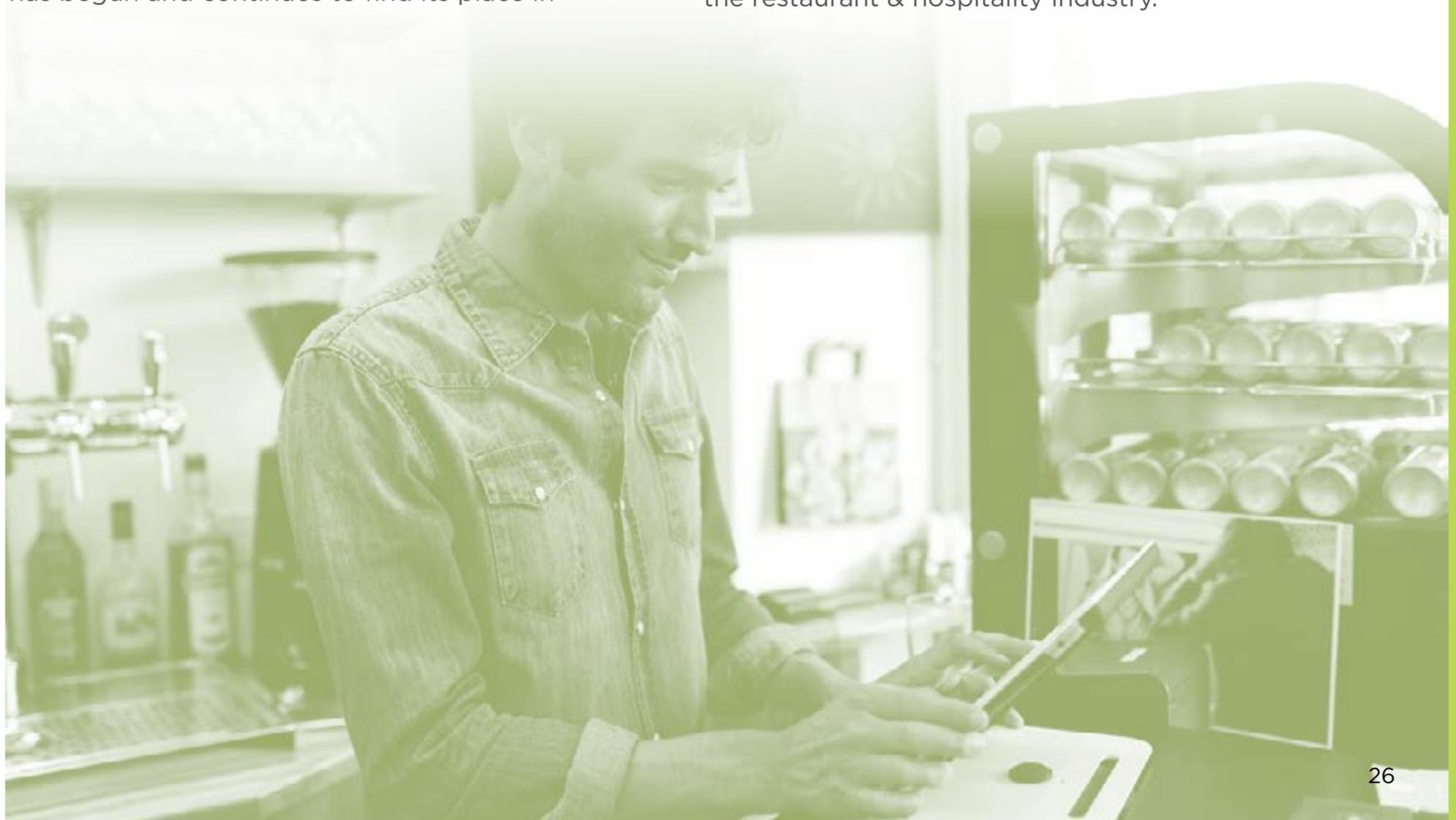
CASE STUDY: HOSPITALITY TECH TRENDS THAT HAVE INVESTORS LICKING THEIR LIPS

Where once tech and the restaurant and hospitality industry might have seemed like strange bedfellows, all that is changing today at a fast-food pace. We spoke to MICHAEL ATKINSON, serial investor and restaurant tech multi-hyphenate for his take on the tech trends in hospitality.

The realms of technology and dining and hospitality have well and truly collided as tech has begun and continues to find its place in

kitchens and dining spaces. Countless software and hardware solutions have been helping to streamline restaurant processes and efficiencies, all the while enhancing customer service and satisfaction.

The continued use by consumers of smart devices for everything from reservations to preordering food indicates that there's no stopping technology from taking a seat at the table. Michael zooms in on Food Tech trends that are going to grow in importance in the restaurant & hospitality industry.





Yfood

UNIFICATION OF TECHNOLOGIES

As more operators turn to tech to improve their performance, it's easy to get carried away with the many applications and softwares that could end up complicating the process. With so many different tech stacks use, it is important that there is the function to integrate cloud APIs across these existing technologies. Happytables is such a software that aggregates important KPIs from the restaurant's existing apps in realtime, enabling operators to take data-informed actions right there and then. The purpose of which, is to deliver a user experience that is simplified so that staff from all levels can utilise this tech.

CONVERSATIONAL INTERFACES

Michael is also setting his sights on the human interface and conversational commerce. This means using voice and text chatbots to enable restaurant operators to manage guest services and guest satisfaction, and enable consumers to order food, make reservations and engage interactively where billions of people are online already. The use of chatbots can also extend to B2B applications where operators from different verticals are able to order from other vendors. This accelerated ease of using chatbots on messenger platforms like Facebook, Kik, Whatsapp, WeChat and Slack are permeating the industry as operators seek more efficient ways to quell the growing demands of their guests. In fact, several big name brands are already on board and going full steam ahead with chatbots!

TECH SOFTWARE THAT UNLOCKS CUSTOMER BEHAVIOUR INFORMATION

F&B operators are increasingly aware of the importance of bridging gaps in communication between staff and consumers and widening access to information that will inform them how to improve their service and business. More education allows companies to understand their consumers and decide how best to engage them. Real-time tracking enables operators to constantly identify where and why sales are behaving the way they are, and to act accordingly, leading to increased profits, enhanced service performance and ultimately happier staff and customers. Visual tools like dashboards make this collected data readily accessible to operators, key stakeholders and staff. This means businesses can stay ahead of their consumers and anticipate their needs and wants — and anticipation is crucial in creating memorable guest experiences.

Michael Atkinson presented during London Food Tech Week 2016 during Pitch the Startup — a game-changing session where we turned the spotlight onto investors instead and asked them why they invested in the startups they did. For more pioneering events like this, be sure to join us at London Food Tech Week 2017.



Learn about some of Michael's investments and endeavours:

Learn more about Happytables:
<http://www.happytables.com/>

Learn more about Orderscape:
<http://www.orderscape.com/>

Read at FohBoh:
<http://fohboh.com/>

Learn about the man himself!:
<http://foodtechstrategics.com>



COLLABORATIVE INNOVATION & INVESTMENT

This was a day for large and small companies to explore the benefits of collaborating together, for investors to learn about the Food Tech industry and for startups to build their profile, meet investors and learn more about alternative routes of obtaining funding and investment.



Highlights

We helped Just Eat launch their first ever Accelerator Programme for Food Tech startups and early-stage businesses. To help them find their first round of startups, we ran Pitching Breakfasts throughout the week. The winner, CityMunch won a coveted spot in the Just Eat Accelerator Programme.

In partnership with the Iberian Nanotechnology Laboratory in Porto, Portugal, we also created a session exploring the commercial applications of nanotechnology in the food industry. Our final highlight was our signature event, Pitch the Startup. Food Tech investors presented the audience with a deep dive into why they invested into a Food Tech startup. The objective of this session is to highlight why Food Tech is a hot new investment sector, and the investors of OLIO and Happytables took us on a journey deconstructing their investment decisions.

What we're looking forward to in 2017

More **alternative sources of funding**, primarily through **crowdfunding platforms**; mainstream application of **nanotechnology** in the food industry; **experiential packaging**, and more extensive experiments around **memory particles** and **flavour experience**.

“The rapid innovation of food and restaurant technology is changing the landscape and also changing the enterprise. The restaurant industry absolutely needs technology so they're embracing it, they're investing more in it, so we're always looking for ideas and opportunities.”

Michael Atkinson, CFO & Investor, Happytables, speaking at Pitch the Startup

“You'd never see it, but nanoscale technology is already embedded in the landscape of our everyday life. So much so that we're now on the doorstep of a surge, in which new players are about to enter the stage. With the help of science and collaborative innovation processes those new players will turn scientific know-how into beneficial products and services.”

Mats Brodén, International Iberian Nanotechnology Laboratory

CASE STUDY: JUST EAT & SENTISUM

World leading online food delivery marketplace Just Eat and technology startup SentiSum worked together to create meaningful insight from the countless restaurant reviews from Just Eat's customers and restaurant partners. In this case study we explore how collaboration between large organisations and small startups can be mutually beneficial and how challenges can be overcome.





THE COLLABORATORS

JUST EAT

Just Eat is the world's leading marketplace for online food delivery.

Just Eat is currently on the reserve list for the FTSE100 with a market capitalisation of £3.9bn. Their startup journey from a basement in 2001 to their 2014 listing on the London Stock Exchange is incredibly inspiring to serial and aspiring entrepreneurs alike.

“Creating the world's greatest food community”

HOW IT ALL BEGAN

- SentiSum made the overture by reaching out to Just Eat to offer a review summarization and analytics of Just Eat's customer experience data.
- Just Eat is always exploring intelligent ways to use data to delight consumers and thought what SentiSum were proposing was interesting so were keen to explore it further them.



SentiSum

Summary of User Sentin

SentiSum provides a summary of user sentiment.

SentiSum leverages Natural Language Processing (NLP), AI and machine learning, to translate customer opinion data into actionable insights for key decision makers.

“Helping companies leverage consumer experience”

ROADBLOCKS AND RESOLUTIONS

As with any partnership, Just Eat and SentiSum's collaboration met challenges along the way, however with clear and honest communication, they managed to find solutions to their roadblocks.

Procurement and legal issues

Key Challenges

As SentiSum's tech solution would give them access to Just Eat's data, it was important to ensure that both their IPs were protected and the data was handled properly. This meant that Just Eat needed to put a suitable contract in place but as a startup, SentiSum were reluctant to spend time and additional legal fees on decoding complicated terms.

Resolution

Just Eat arranged for a face-to-face meeting between their legal team and SentiSum the very same day to ensure the collaboration could continue to move forward and both parties were duly protected!

IT hiccups

Key Challenges

SentiSum's application was hosted on a port that was blocked by Just Eat's firewall.

Resolution

After a follow-up discussion with the Just Eat team, the issue was swiftly resolved.

Differing priorities

Key Challenges

Startups have a single point focus—product usage and feedback; while corporates split their focus amongst multiple priorities and milestones.

Resolution

The Just Eat team were upfront in communicating their multiple priorities to SentiSum. Together, both parties could agree on shared priorities that helped advance their collaboration.

ACHIEVEMENTS AND MILESTONES

After overcoming their obstacles and as a result of this collaboration, both parties scored key wins.

Just Eat

- They gained plenty of interesting and useful insights from review data.

SentiSum

- They received product validation on large-scale data.
- They gained invaluable access to production data — the MOST important data for any AI startup!
- The product feedback led to the creation of key product features.
- They formed a strong relationship with the Just Eat team.



STARTUPS, BEFORE YOU CONSIDER COLLABORATING WITH CORPORATES...

- Communication is key. Have a clear and transparent relationship with your collaborator.
- Always get product feedback to ensure that your value proposition is in line with your collaborator's expectation and it is solving some real world problem.
- Believe in your product and have patience!

CORPORATES, BEFORE YOU CONSIDER COLLABORATING WITH STARTUPS...

- Be open to leveraging startups for innovation.
- Discuss and set proper expectations from the outset.
- Be upfront and clear about any conflicting priorities and timelines from the start.

Sharad Khandelwal, CEO & co-founder of SentiSum and Matt Gillam, Head of Technology at Just Eat both presented their collaboration during our Collaborative Innovation and Investment Day of Food Tech Week London 2016. This case study was prepared with help from Sharad and Matt.

Learn more about Just Eat:
www.just-eat.com

Learn more about SentiSum:
www.sentisum.com

WE'RE BACK AT IT AGAIN IN 2017!

Save the date, mark your calendars and get your travel arrangements in order because London Food Tech Week will be back in 2017.

London Food Tech Week 2017 will be on from 30th October to 3rd November 2017.

Pre-register your interest at YFOOD.COM now for updates, information and early bird ticket releases.

ABOUT YFOOD

We're an interactive platform passionate about driving innovation in the food industry using technology. By connecting and supporting the most brilliant minds in the food industry, we want to harness the infinite possibilities of collaboration and co-creation to develop impactful solutions to food issues that affect us all.

The food ecosystem is ripe for disruption and we're fired up about solving global food issues in a commercial, replicable and scalable manner. We do this by creating opportunities for Food Tech startups, investors and big food companies to connect over meaningful partnerships.

We're also vocal champions of Food Tech disruptors who are hungry for change in the food ecosystem. We work with like-minded organisations to create dynamic events and bespoke projects, produce online content, generate deal flow and mentor Food Tech startups. We run a series of exciting events that we use to make the greatest noise possible about Food Tech:

OUR EVENTS

Yfood TECH WEEK

Be a part of the largest week-long celebration and showcase of the best and brightest ideas and innovation in Food Tech!

Yfood TECH WEDNESDAYS

Join us every last Wednesday of the month as we discuss issues in the Food Tech sphere. By Food Tech founders, for Food Tech founders and entrepreneurs.

Yfood INSIGHT & INNOVATION

Spend a day with us as where we give a comprehensive introduction to the Food Tech landscape to you and your team.

Yfood of genius

A COLLABORATION WITH



A creative and dynamic event in which we bring 3 of the hottest Food Tech startups together with a panel of 12 top industry experts and influencers.

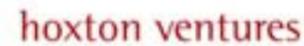
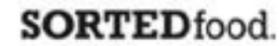
THANK YOU TO OUR PARTNERS



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THANK YOU TO OUR KEY CONTRIBUTORS



THANK YOU TO OUR VENUE PARTNERS

