

# **Disrupting the meat and dairy case: From plant-based bacon to 'real' cheese (minus the cows)**

**FoodNavigator-USA Interactive Broadcast Series**

October 13, 20, 27, 2021

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**2021 Sponsorship Opportunities**



# Disrupting the meat and dairy case: From plant-based bacon to ‘real’ cheese (minus the cows)

Plant-based products still dominate the meat and dairy alternatives arena, with new options becoming available from canola and chickpea protein to barley protein from spent grains.

But in future, consumers will be able to choose from a wider range of vegan products, from ‘real’ milk and cheese made without cows, to ‘whole cuts’ of chicken or bacon made from mycelium or other microbes.

In this three-part series, we’ll explore the current state of the market, where things might go next, and how brands can bring consumers along with them.





# The Format

The 2021 FoodNavigator-USA Interactive Broadcast Series will consist of three category focused events between **October 13 - 27, 2021**. Each day will include dynamic presentations as well as panel discussions with audience Q&As.

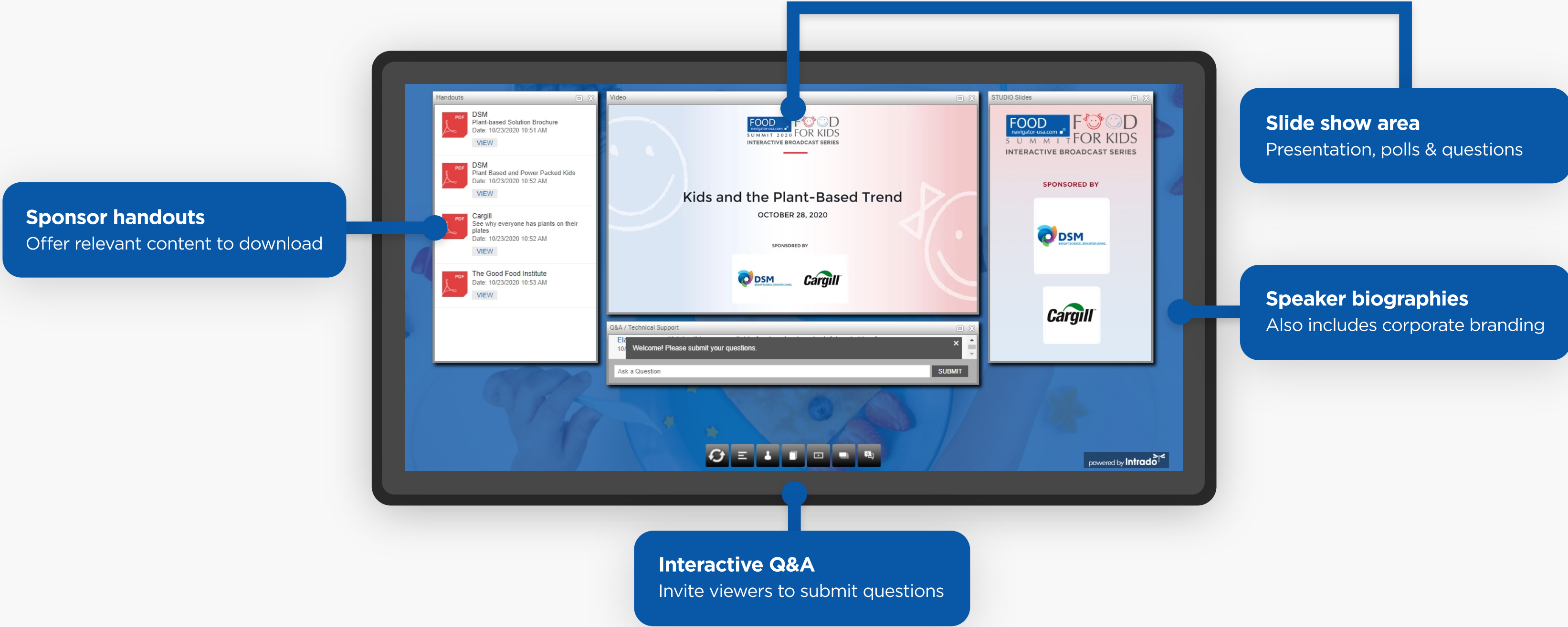
Each event will be hosted on our main site, FoodNavigator-USA.com and will run for approximately 60 - 90 minutes. Our top-level (Diamond) sponsors will be invited to host a 20-minute presentation and at the next level (Platinum) to join the event panel discussions including an interactive live Q&A.

Further opportunities include an on-demand (pre-recorded) presentation and PDF whitepaper handouts relating to your chosen topic.



# Console Layout Overview

The typical layout of a webinar screen





# Live Panel Layout Overview

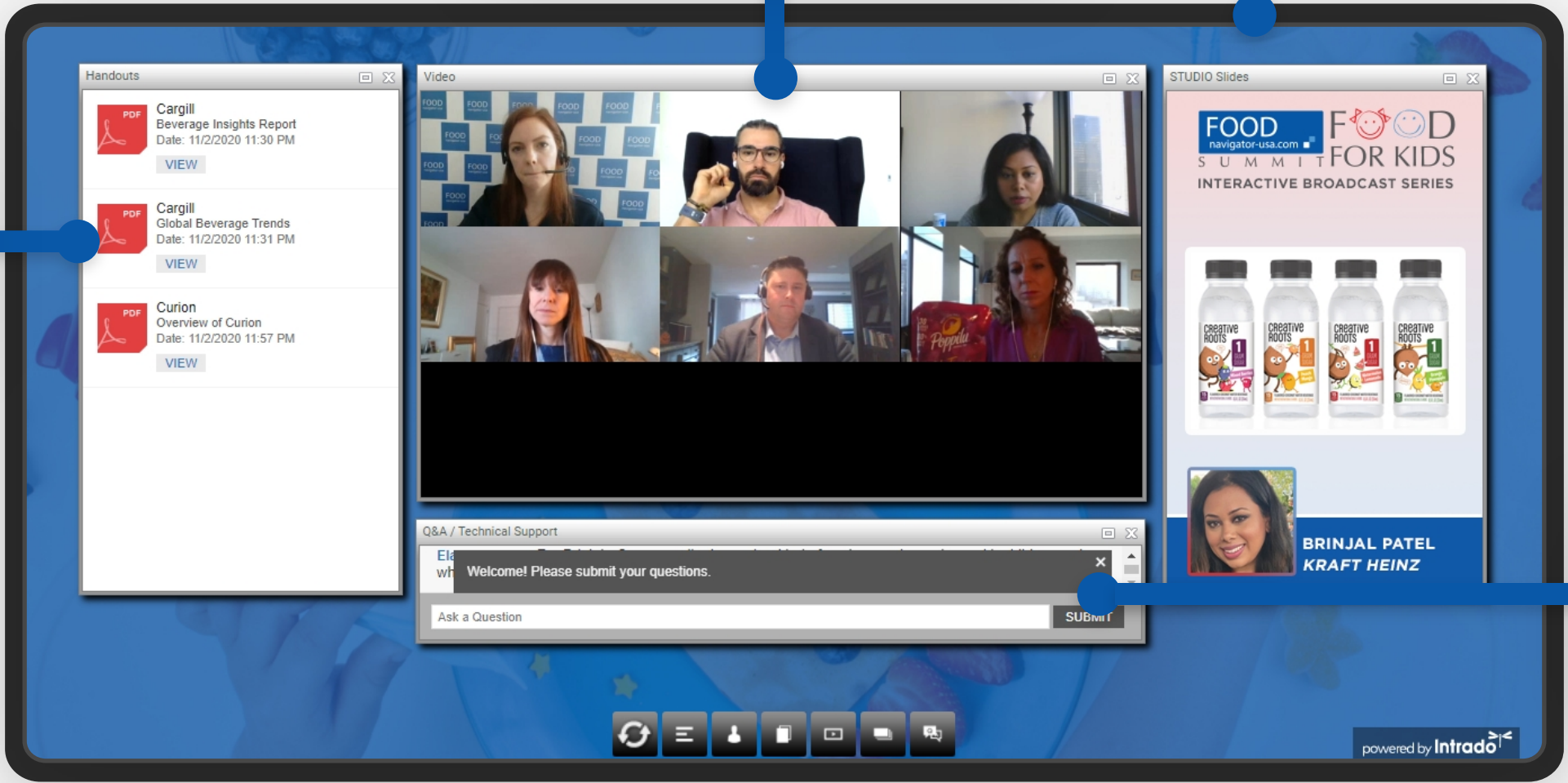
The typical layout of a presentation screen with speakers

**Main live panel window**

Presentations, panel discussions  
& interviews

**Sponsor handouts**

Offer relevant content  
to download



**Live Polls**

Host multiple polls throughout  
the session

**Interactive Q&A area**

Invite viewers to submit  
questions

# Registration page

The typical layout of our webinar registration page

## Key information

Webinar title plus time and date of the broadcast

## About the webinar

Further details including abstracts and speakers

## Sponsors logos

Your company logo featured on the page

## Registration form

GDPR Compliant

**FoodNavigator-USA Summit 2020: Food for Kids**

School closures – and tentative re-openings – have compounded stress levels for families, while COVID-19-induced economic anxiety is also straining household budgets. So how can food and beverage brands come up with enticing – but affordable – recipes, products and culinary solutions to make life easier for parents when long-established routines have been upended?

What does the 'new normal' look like for families and has this crisis given a boost to direct to consumer brands targeting babies, toddlers, and young children? Will the recent growth in interest in kids' multivitamins continue, or is it risky to assume that buying patterns in 2020 provides a useful indicator of where consumers are heading in 2021?

Find out the answers at FoodNavigator-USA's third Food for Kids summit – which is transitioning from our usual face-to-face event to an interactive broadcast series.

The series will bring five category focused events, including:

- The Consumer Panel
- Kids and the Plant-Based Trend
- Beverage Trends
- Innovation in Action... Meet the Trailblazers
- Meeting Children's Nutritional Needs, from Foods to Supplements

The five category-focused events will take place weekly between October 21 and November 18 2020 will be hosted by the FoodNavigator-USA Editorial Team for which FREE registration is compulsory. Please register using the form on this page.

**REGISTER FOR FREE TODAY**

Register for any/all event(s) between October 21 – November 18 2020

Title  
(required)

First Name  
(required)

Last Name  
(required)

Email Address  
(required)

Job Title  
(required)

Company Name  
(required)

Telephone Number



OCTOBER 13

# Where next for meat alternatives? From plant-based burgers to fungi-fueled bacon

The meat alternatives market is heating up rapidly, with legacy brands now competing with titans from the animal meat industry as well as a wave of innovative startups. So where is this dynamic market heading next, how do we calculate the size of the prize, and what will the next generation of products look like?

We'll take a look at the evolving toolkit for meat alternatives, formulation trends, nutrition, the addressable market for meat alternatives, primary purchase drivers and white spaces in the market.





OCTOBER 20

# Where next for dairy alternatives? From oatmilk to ‘real’ cheese (minus the cows)

Plant-based milks now account for more than 14% of the fluid milk market, while plant-based cheese, creamers, yogurts and ice cream continue to gain traction.

So where is the market going next, where’s the white space in the category, and what is the potential of a new wave of ‘vegan dairy’ products made with real milk proteins and fats, minus the cows? What are the primary purchase drivers for plant-based or ‘non-animal’ dairy, and how do shoppers feel about the next generation of products? We sit down with category disruptors to explore the brave new world of dairy.





OCTOBER 27

# Where next for seafood alternatives? From tuna to shrimp

From plant-based tuna to crabcakes, many players believe plant-based seafood represents a significant untapped opportunity in a sector dominated by beef, pork and chicken alternatives.

And while fish is considered to be healthier than, say, burgers and sausages, the laundry list of problems linked to seafood - from overfishing to contaminants, pollution, microplastics, fraud, mislabeling, illegal labor practices, habitat damage, and bycatch - is driving interest in greener, cleaner, and kinder alternatives.

So who are the key players, what's in the ingredient toolbox, how does the nutrition of plant-based products stack up, and where is this market heading? We sit down with category disruptors to explore the brave new world of plant-based seafood.





# FoodNavigator-USA Interactive Broadcast Series

A look at the 2021 program and speakers

Wednesday, October 13

🕒 12PM - 1:30PM CT

**Where next for meat alternatives?  
From plant-based burgers to  
fungi-fueled bacon**

**Speakers:**

**Eben Bayer**, Founder and CEO, Ecovative  
(Atlast Food Co)

**Karuna Rawal**, Chief Marketing Officer,  
Nature's Fynd

**Max Elder**, Co-Founder and CEO, Nowadays

Speaker from Roquette

Speaker from Chr Hansen

Wednesday, October 20

🕒 12PM - 1:30PM CT

**Where next for dairy alternatives?  
From oatmilk to 'real' cheese**

**Speakers:**

**David Bucca**, Founder and CEO, Change  
Foods

**Matias Muchnick**, CEO and Founder, NotCo

**Nathaniel Benchemhoun**, VP Business  
Development, BioMilk

**Takoua Debeche**, Chief Research &  
Innovation Officer, Danone North America

Speaker from CP Kelco

Speaker RSSL

Wednesday, October 27

🕒 12PM - 1:30PM CT

**Where next for seafood  
alternatives? From tuna to shrimp**

**Speakers:**

**Chad Sarno**, Co-Founder and Chief Culinary  
Officer, Good Catch

**David Benzaquen**, Founder, Ocean Hugger,  
Founder and Managing Director, Mission:  
Plant LLC

**Marika Azoff**, Corporate Engagement  
Specialist, Good Food Institute

**Michelle Wolf**, Co-Founder and CEO, New  
Wave Foods



# Sponsorship Benefits

Become a sponsor of the FoodNavigator-USA Interactive Broadcast Series. It's your opportunity to:



## Cement

your thought leadership  
through sponsoring of an  
independent platform  
where science meets business



## Influence

and shape the debate  
through program  
participation via your very  
own 20-minute dedicated  
presentation and panel  
discussion and Q&A



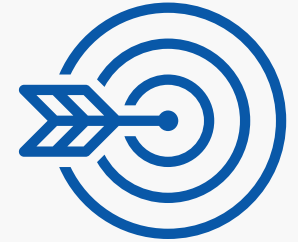
## Connect

and interact with fellow  
industry professionals during  
the interactive Q&A session  
and gather GDPR compliant  
leads from our registrants



## Promote

your brand on a global scale  
through continuous brand  
exposure before,  
during and after the event



## Audience Reach

FoodNavigator-USA's  
**43k unique newsletter  
subscribers** and **224k unique  
monthly website visitors**  
provides ideal visibility  
towards key companies



# Sponsorship packages

A 20-minute speaker slot

Inclusion in your chosen event’s live panel discussion

Leads from all opt-in attendees of any session that you are part of\*\*

The hosting of your on-demand presentation\*

Premium branding and company profile

PDF handout for attendees to download and lead-generation from those who do so\*\*\*

Branding across relevant marketing material

A post-event report including statistics about the online broadcast

				Diamond (1) €15.5k / \$17.5k	Platinum (1) €12k / \$13.5k	Gold (4) €8.5k / \$9.5k	Supporter (4) €4k / \$4.5k
				EXCLUSIVE	✗	✗	✗
				✓	✓	✗	✗
				✓	✓	✗	✗
				✓	✓	✓	✗
				1st tier listing	2nd tier listing	3rd tier listing	Logo only
				✓	✓	✓	✓
				✓	✓	✓	✓
				✓	✓	✓	✓

All interviews, presentations and recordings are encouraged to be delivered in person, in front of a camera

\*The on-demand presentations will be made available on our main event portal that will be fully accessible from the day of the first broadcast and then 90 days thereafter

\*\*For Diamond, Platinum and Gold sponsorship packages - All leads generated are GDPR compliant and are subject to attendees giving their consent at the time of registration

\*\*\*All leads generated are GDPR compliant and are subject to attendees giving their consent at the time of registration & accessing your literature during the event from the handouts section

# About the Organizers



An award-winning online B2B publication covering start-ups and industry giants, FoodNavigator-USA provides a 360-degree view of the North American food and beverage market. A multimedia publication, FoodNavigator-USA delivers daily news, features, analysis, online events, face to face events, a weekly podcast and video coverage of the issues and stories impacting the industry.

[www.foodnavigator-usa.com](http://www.foodnavigator-usa.com)



William Reed is a specialist B2B media, business intelligence and events group dedicated to helping businesses succeed. Our diverse portfolio of category-leading brands serves a global audience of over 2M monthly users, supported by sector-specific insights & research, up-to-the-minute digital media and cutting-edge customer solutions.

[www.william-reed.com](http://www.william-reed.com)



# Get in touch

Contact a member of our team to find out more and to discuss your needs.



**Darrin Grove**

AMERICAS Commercial Enquiries

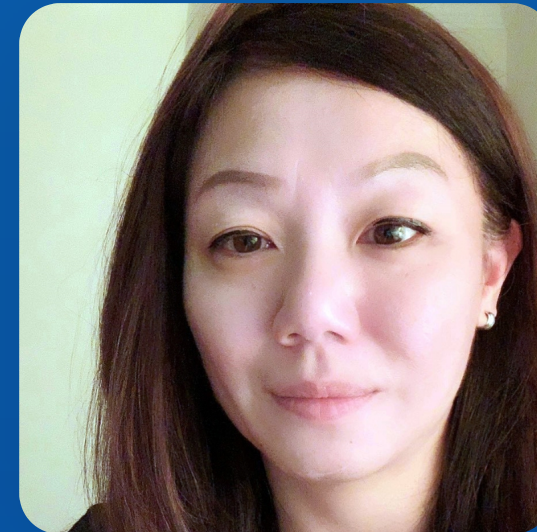
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