

# WeFood Future

#Lessons learned - September, 29th



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#KeyNote

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*“Trends are signals  
for future needs.”*



**Hanni Rützler**

Founder & CEO at futurefoodstudio





# #eBusiness

# 01

- > **With corona the future came overnight:** Demand has just exploded
  - > **No way around online:** Market players will lose their absolute market shares, if they do not offer via online
  - > **Market channel with much potential especially for local heroes:** Online delivery is still a very unsaturated market – e.g. 50% of Germans still cut-off from access
  - > **Logistics is the bottle neck** for online grocery
- 5 year vision**
- > Taking up even extra speed – we will see more dynamics than in the last 15 years, much **more personalized experiences**
  - > Many **bankrupts in terms of brick and mortar:** must-dos online, indulgence offline (both socializing & shopping)



**Dr. Hannes Kübel**

Co-Founder & CEO at Foodly



**Alexander Graf**

Co-Founder & Co-CEO at Spryker/Founder & eTribes

**Best retailers are tech companies - and every device becomes a shop.**

*Alexander Graf*





# #FoodInnovation

- > **#Intrapreneur**: have an entrepreneur in your corporate to speed up & be more agile
- > **Progress over perfection**, or otherwise once you launch, the market has moved on
- > **Transactional learning**: go, where your consumers are, whether off or online
- > **Invent** a new brand **OR invest** in one: Collaboration & venture in new startups
- > Food innovation means **taking responsibility** for farmers, communities & consumers through **transforming the portfolio towards health & sustainability** – and the whole food industry is in charge

*Gil Horsky*

**Progress over perfection.**

*Courtney Hendricksen*

**Modernize the current, disrupt the new,  
innovate beyond.**



**Gil Horsky**

Director of Innovation & Ventures  
SnackFutures at Mondelez International



**Courtney Hendricksen**

Director of Innovation at Ocean Spray  
International, Inc.





# #HealthcareNutrition

- > **Democratization** of nutraceuticals
- > **Green transition:** Plant-based is on the rise, alternative & natural medicine: natural effect on health without chemical ingredients
- > **Shift from physical to digital** channels in supplements
- > Digital opens up **new way to serve consumers** – not only the product but advice & services like **personalized nutrients**
- > Naturally functional health can be offered **through both supplements & functional everyday foods & drinks**
- > People buy more organic & **health connected super fruits**

Gregory Dubourg

**It's not enough to be natural - it is better to be plant based.**

*360° food solutions*



**Gregory Dubourg**

CEO at NUTRIKEO



**Boris Voelkel**

CEO and Head of Purchasing at Voelkel GmBH





# #B2B BrandTrust

- > Business model Solino:  
Initial question from Felix: How can I help?
  - > Not only delivering the raw material **but doing everything in Ethiopia!**  
Because coffee prices are fluctuating but the margins of the rest of the value chain do not
  - > Traceability is key, but printing a barcode in a perfect way in Ethiopia can be a hugh challenge
- > Business model Terrafertil:
  - > The business model of Terrafertil combines everything that is especially important in times of Covid 19: a **trustworthy brand with a sustainable honest business model** and a **natural and healthy product**

Felix Ahlers

**Trust must be earned with honest communication,  
declaration of origins of ingredients, believable stories.**



**Felix Ahlers**

General Manager and CEO at Frosta AG,  
Founder of Solino Coffee



**Raul Bermeo**

Co-Founder and CEO at Terrafertil/Nature's  
Heart