

23RD MAY 2024 - NATWEST, 250 BISHOPSGATE, LONDON

THE STARTUP SUMMIT



START
UP 2024
SUMMIT

SHOWGUIDE





START UP 2024 SUMMIT

FOR AMBITIOUS EMERGING BRANDS AT LAUNCH STAGE



EVERYTHING YOU NEED FOR A SUCCESSFUL LAUNCH

The essential industry tools, connections & insights for emerging food and drink challenger brands to excel in today's competitive landscape. Find out...

WHERE CAN YOU
GET **SEED**
FUNDING AS A
STARTUP?

HOW DO YOU
APPROACH A
BUYER FOR THE
FIRST TIME?

WHAT KIND OF
MARGINS
SHOULD YOU BE
MAKING?

SHOULD YOU BE
FOCUSING ON
PROFIT FIRST OR
GROWTH?

HOW DO YOU
STRIKE A DEAL
WITH YOUR
MANUFACTURER?

HOW DO YOU
PLAN YOUR
PRICING FOR
SCALE?

CAN YOU EXTEND
YOUR **SHELF LIFE**
WITHOUT THE
NASTIES?

HOW DO YOU
BUILD A **GO**
GETTING TEAM
AROUND YOU?



THE STARTUP SUMMIT - KEY INFO

NATWEST, 250 BISHOPSGATE, LONDON

9AM - 6PM, 23RD MAY 2024





START UP 2024 SUMMIT

BUYING EYES ON YOUR PRODUCT & DECISION MAKER FEEDBACK

POWERED BY GS1 UK



PITCH PERFECT



STEP INTO THE SPOTLIGHT AND **PITCH YOUR BRAND TO A PANEL OF SPECIALITY BUYERS LIVE ON STAGE.**

APPLICATIONS OPEN ON **1ST MAY** - BE ONE OF THE 8 BRANDS CHOSEN TO PITCH ON STAGE.

THIS IS NOT AN OPPORTUNITY TO BE MISSED!



GREAT OPPORTUNITY!



SEE WHAT PEOPLE THINK



THE PRODUCER'S TABLE



TABLES ARE AVAILABLE TO PRODUCERS FOR **DISPLAYING THEIR PRODUCTS** FOR EVERYONE ATTENDING THE SUMMIT TO SEE AND TASTE.

DISPLAYING PRODUCTS ON THE PRODUCERS' TABLE IS A GREAT OPPORTUNITY TO **GET FEEDBACK** AND SEE **WHAT ELSE IS HAPPENING IN THE MARKET.**



"Hands on heart, Bread & Jam is one of the best events for food entrepreneurs I have ever been to. I met lots of amazing founders who shared the same passion."

Yogesh Gupta, Gaston





**START
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SUMMIT**

PITCH TO TOP RETAILERS AND PREPARE FOR THE BREAD & JAM FESTIVAL

POWERED BY 

**GET AHEAD OF
THE CURVE**



FESTIVAL PREPARATION ADVICE

For the first time, our speakers will be sharing their top tips for putting together the perfect pitching application and the key elements you need to have in place if you're planning to attend the Bread & Jam Festival in July. Find out how you can improve your chances of getting in front of 20+ retailers, smashing your one to one pitching slot and getting listed.



1-1 BUYER MEETINGS: SCORE YOUR FIRST SPECIALITY LISTING

This is your golden opportunity to land your first listing with a speciality retailer. Speciality retailers are buzzing to meet new and exciting brands (even if you're pre-launch!) and this is your chance to build the connections you need to kickstart your retail journey. Applications will be open online from the 25th April and will close on midnight on 14th May. Please note the pitches will take place virtually on Zoom on 28th May or later.



"If you are looking to launch a food or drink brand then this event is certainly a must. Both industry experts and start-up success journey's a plenty."

Thomas Robson-Kanu, Turmeric Co





START UP 2024 SUMMIT

MAKE INVALUABLE CONNECTIONS AND BUILD YOUR NETWORK

POWERED BY 



INVALUABLE NETWORKING SESSIONS

pouches.co.uk
everything is pouchable

UNROOTED

OUR EVENTS ARE ALL ABOUT **MAKING CONNECTIONS** TO HELP YOU EXPAND YOUR NETWORK AND GROW YOUR BRAND.

WHETHER YOU'RE LOOKING FOR **ADVICE, SUPPORT OR JUST SOME FRIENDLY FACES IN THE INDUSTRY**, THESE SESSIONS ARE WHERE IT'S AT.

STAY AROUND FOR AFTERSHOW DRINKS

HANG AROUND FOR SOME **POST-EVENT DRINKS AND CHATS**, KICKING OFF AT 16.45 IN THE FOYER.

IT'S THE PERFECT CHANCE TO **UNWIND, DEBRIEF ON THE DAY'S SESSIONS, AND MAKE NEW CONNECTIONS** IN A CHILLED SETTING.



FREE
DRINKS



"There is simply no stone left unturned in the sphere of helping startups and SMEs to navigate the UK FMCG scene with success."

Jon Stevens, Threesixty Design



APPLY TO THE CHALLENGER FUND FOR SUBSIDISED ACCESS


**START
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EARLY STAGE BRAND WITH GREAT POTENTIAL?

Get 100% subsidised, full access tickets as an early stage brand.

Thanks to our sponsors, early stage brands can apply to The Challenger Fund, awarding up to 20 early stage brands free access to the Startup Summit. Applications open soon.



POTTER CLARKSON

Potter Clarkson, specialising in intellectual property for the FMCG sector, will be awarding 10 challenger brands with a fully subsidised ticket to the Startup Summit.

HOW IT WORKS:

- Applications open on 30th April (sign up to our newsletter for updates)
- Apply by midday on 7th May
- If you've been chosen, you'll hear from us via email & receive details for a 100% free all access ticket
- Celebrate your win by posting on socials

WINNERS OF LAST CHALLENGER FUND INCLUDE:

**Living
things**



MARTY'S



Traceys

**LOVE
Raw**

**Dat
Avenue**

**BANG!
curry**

APPLICATIONS OPEN 30TH APRIL - SIGN UP TO OUR NEWSLETTER FOR UPDATES



" Participating in the Challenger Fund was a game-changer for our business. The support and exposure we received were instrumental in driving growth and establishing new partnership. "

Monique Farquharson, The Matcha Yaad



THE STARTUP SUMMIT

23RD MAY 2024

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SPEAKER LINE UP



AMY MORING
HUNTER & GATHER



EUGENE PATTERSON
REVIBED DRINKS



JOSEPHINE RODE BAGER
MARLEYBONES



TOM PALMER
YEP KITCHEN



THEA BROOK
ENTREPRENEUR



DR SIMON CHARD
PÄRLA



JULIE MILLS
SHREWD FOODIE



ASHER FLOWERS
BROKEN BARRIER TEQUILA



LAUREN O'DONNELL
OATSU



ZARA GODFREY
PUKPIP



ADRIAN BOSWELL
SELFRIDGES



STEFANO CUOMO
MACKNADE



RUSHINA SHAH
INSANE GRAIN



ANNE-MARIE LEECH
GS1 UK



NIKKI SOYN
GS1 UK



JASON GIBB
BREAD & JAM



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SUMMIT**

SPEAKER LINE UP



**ELIZABETH ROBERTS
JOELSON**



**HELEN SANDERS
PB CREATIVE**



**HARRY TURPIN
THE SAVOURISTS**



**MITCH LEE
PUREZZA**



**DOM DALTON
ALLORA**



**SAMANTHA MURPHY
BUILDR BY FOXPAK**



**KELLY MOLLOY
WHOLE FOODS MARKET**



**RIKKI PAYNE
EPISODE TWO**



**THORRANZE CHEUNG
TM FOLKS**



THE STARTUP SUMMIT

23RD MAY 2024

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START UP 2024 SUMMIT

MORNING

0945 - 0950



WELCOME TO THE STARTUP SUMMIT

Anne-Marie Leech - GS1 UK

Gather alongside hundreds of fellow founders in the main hall to hear from our headline sponsors, GS1 UK, who will be kicking off The Startup Summit.



0950 - 1025



FROM KITCHEN TABLE TO 7 FIGURES

Amy Moring - Hunter & Gather. Chaired by Anne-Marie Leech - GS1 UK

Be inspired by Amy's incredible story, from her quest for clean, wholesome foods, driven by her battle with Coeliac disease, to launching a startup now worth £6M! Hear about how they drove exponential growth, built a loyal community and are redefining the way people eat.

1025 - 1030



WHAT'S THE TYPICAL FUNDING JOURNEY OF A HIGH GROWTH FOOD & DRINK BUSINESS

Elizabeth Roberts - Joelson

Hear about common ways in which high growth challenger brands get their money, from humble beginnings to thriving success.

1030 - 1105



HOW TO GET YOUR FIRST LISTING

Eugene Patterson - Revibed Drinks, Josephine Rode Bager - Marleybones & Tom Palmer - Yep Kitchen. Chaired by Harry Turpin - The Savourists

This session will dive into the nitty-gritty of landing your very first listing, with our panel sharing firsthand experiences, actionable advice and their inspiring stories to help you nail your first listing. Topics covered:

- How do you approach a buyer or retailer and capture their attention and what info do they want?
- What stage do you need to get your product and packaging before getting a listing?
- What legal stuff do you need in place?
- How are you going to supply them?



1105 - 1110



HOW TO MAKE YOUR BRAND SPEAK TO CONSUMERS IN THREE EASY STEPS

Helen Sanders - PB Creative

Learn about the three steps to humanise your brand ensuring that yours is one that people choose, love and come back to and pave the way for growth and long-term success in a highly competitive market landscape.

1110 - 1140



NETWORKING BREAK

Network with fellow food and drink founders over coffee and build the support network you need to take your business to the next level. Peel the label off your coffee cup to reveal a prize, kindly sponsored by Pouches.co.uk.

1140 - 1215



PRICING, MARGINS & THE VALUE CHAIN

Dr Simon Chard - PÄRLA, Dom Dalton - Allora & Thea Brook - Entrepreneur. Chaired by Mitch Lee - Purezza & La Fauxmagerie

Working out your pricing and margins can be a total headache. This panel will untangle the intricacies and delve into navigating the value chain in the food industry. You'll learn about:

- How to calculate cost of product and how to research your RPP?
- What sort of margin do you need to make to run a successful business?
- How is your margin affected when you use a wholesaler?
- At what point should you pay yourself?



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AFTERNOON

1215 - 1220



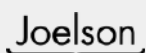
3 TIPS ON SELLING ON TIKTOK SHOP

GS1 UK

Want to ride the TikTok wave? Get the lowdown on how to attract attention and sell your product on the hottest social media platform around.



1220 - 1235



INTERACTIVE, STATE OF THE NATION, SURVEY

Jason Gibb - Bread & Jam, Joelson

Take part in an interactive survey which will look at the challenger brand landscape - explore key players, motivations driving participation, the scale of the opportunity, primary challenges and more.

1235 - 1240



A STARTERS GUIDE TO LOGISTICS

Angelos Panayiotou - Windfall Logistics

1240 - 1335

COMPLIMENTARY LUNCH AND NETWORKING

Network with fellow food and drink founders over lunch and build the support network you need to take your business to the next level.



1335 - 1410



HOW TO GROW AN FMCG BUSINESS

Julie Mills - Shrewd Foodie

You've got a great product and now it's time to really grow. But how? Julie shares her expertise on effective strategies to take your brand to the next level. She'll cover:

- How to test your RRP and proposition?
- How can you prepare for your first pitch and bag your first listing?
- How to grow sales in the independent retailers?
- How to win your first beacon retailer like Selfridges or Ocado?

1410 - 1415



PACKAGING DESIGN: THE CONSUMERS' PERSPECTIVE

Rikki Payne - Episode Two

Having an awesome product is just half the battle, if it's not flying off the shelves what's the point? Find out how to make your product stand out and grab the attention of consumers.

1415 - 1450



HOW TO MAKE YOUR PRODUCT IN A COMMERCIALY VIABLE WAY

Asher Flowers - Broken Barrier Tequila, Lauren O'Donnell - Oatsu & Zara Godfrey - Pukpip. Chaired by Mitch Lee - Purezza & La Fauxmagerie

Gain insights and practical tips on fine-tuning your production process. Learn how to strike the perfect balance between quality and cost-effectiveness, ensuring your product not only hits the mark but also boosts your bottom You'll learn about:

- How do you go about finding a manufacturer?
- How to get a grip on MOQs and hidden costs?
- How can you extend shelf life naturally?



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AFTERNOON

1450 - 1455



WHAT'S THE DIFFERENCE BETWEEN A KITCHEN SAMPLE AND A RETAIL READY PRODUCT

Food & Drink Forum

How big is the gap between a kitchen sample and a product ready for retail shelves? Learn about the key differences and essential steps to transform your creation into a market-ready sensation.

1455 - 1525



NETWORKING BREAK

Network with fellow food and drink founders over coffee and build the support network you need to take your business to the next level. Make sure to grab yourself an energising shot of Unrooted.



1525 - 1600

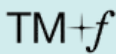


PITCH PERFECT: PITCH TO BUYERS LIVE ON STAGE

Adrian Boswell - Selfridges, Stefano Cuomo - Macknade, Kelly Molloy - Whole Foods Market. Chaired by Sam Murphy - Buildr by Foxpak

Ready to step into the spotlight and pitch your brand directly to a panel of speciality buyers live on stage? This is your shot to snag those game-changing partnerships that could take your business to new heights. Brands need to apply for this opportunity on our website beforehand (applications open on 1st May) to be one of the 8 brands chosen to pitch on stage. Don't miss this incredible opportunity!

1600 - 1605



FIND THE 'IKIGAI' OF YOUR BRAND AND CREATE A BUSINESS WITH MEANING THAT WORKS LOCALLY AND INTERNATIONALLY

TM Folks

Ikigai is defined as "a motivating force; something or someone that gives a person a sense of purpose or a reason for living". Learn how to infuse your business with purpose, meaning and soul, ensuring it makes a meaningful impact.

1605 - 1640



HOW TO BUILD A BRAND ON AND OFF PACK

Rushina Shah - Insane Grain. Chaired by Nikki Sooin - GS1 UK

This session will explore the concept of on and off pack branding - basically, how your brand appears both on your product packaging and in other marketing materials. Learn the tips and tricks of designing eye-catching packaging and crafting a consistent brand identity that resonates with customers. Hear from Rushina about:

- Her experience as a female founder in the industry and advice for newcomers starting their journey
- How she made Insane Grain stand out to buyers and her secrets to winning multiple pitches
- Bagging one of the UK's best footballers to front their marketing campaign (Harry Kane!!)

1640 - 1645



CLOSING REMARKS

Nikki Sooin - GS1 UK

Our headline sponsor, GS1 UK, share their final food for thought and bring the day to a close.

1645 - 1800

DRINKS & NETWORKING

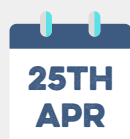
Have a drink or two with your new network of fellow founders, industry experts and buyers to celebrate the first ever Bread & Jam Startup Summit!





START UP 2024 SUMMIT

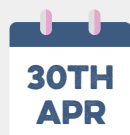
KEY DATES FOR YOUR DIARY



BUYER PITCHING OPENS

Apply online to pitch to speciality buyers

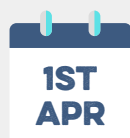
25th April



CHALLENGER FUND OPENS

The final challenger fund opens - Powered by Potter Clarkson

30th April



PITCH PERFECT APPLICATIONS OPEN

Apply online to pitch live on stage to speciality buyers

1st May



CHALLENGER FUND CLOSES

The final challenger fund closes - Powered by Potter Clarkson

7th May



BUYER PITCHING CLOSES

Get your application in before the deadline! You must have a ticket to apply

Midnight 14th May



PITCH PERFECT APPLICATIONS CLOSE

Get your application in before the deadline! You must have a ticket to apply

14th May



STANDARD TICKETS END

Grab your ticket before 16th May before the Late Bird price kicks in

16th May



STARTUP SUMMIT

Doors open 9am - see you there!

23rd May



VIRTUAL PITCHING

Successful applicants will receive details about their virtual pitching slot on 21st May

28th May or later

