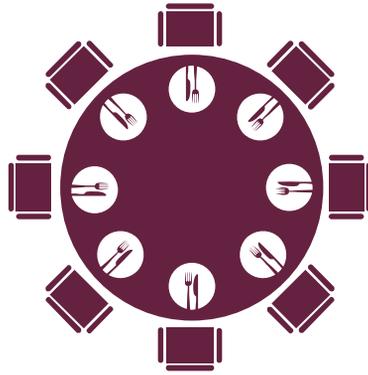


VisionOn Food and Beverage

A TowerBrook roundtable

London
Monday November 6, 2017





TowerBrook VisionOn events bring together sector experts, senior managers and members of our team in a small, private forum where they can exchange ideas and chart new opportunities for sustainable value creation.

Through sharing our experience and insights, we aim to make mutually beneficial connections, stimulate creative thinking and partner with leaders to deliver value for our investors, now and in the future.

Our VisionOn partners



Dr. Mehmood Khan

Vice-Chair and Chief Scientific Officer, PepsiCo; former President, Takeda Global R&D Center



Chris Britton

Chair, Dr Gerard; Chair, Graze; Chair, Green Park Brands; former President of Baby Foods, Numico



Rob Versloot

CEO, Hero Group



Jürgen Steinemann

Chair of Supervisory Board, Metro; Member of the Board and former CEO of Barry Callebaut AG



Peter Doodeman

CEO, Van Geloven, a TowerBrook portfolio company



Daniel Bernard

Chair of Kaporal, a TowerBrook portfolio company; Former Chair of Kingfisher plc; former CEO and Chair of Carrefour Group



Patrick Bousquet-Chavanne

Executive Director, Customer, Marketing, M&S.com, M&S; former Group President of Estée Lauder Companies Inc



Kara Rosen

Founder and CEO, Plenish

Demographics

Focus on consumer



Branded foods for an ageing population

Mehmood Khan

Consumer-driven disruption in the food market

Chris Britton

What to serve millennials – food for Generation Y

Rob Versloot

Sustainability

Focus on resilient business models



Sustainability as an EBIT driver in the food industry

Jürgen Steinemann

Meat-free and vegetarian products

Peter Doodeman

Digital

Focus on e-commerce



Food retailing in the digital age

Daniel Bernard

The future of food and wellbeing online

Patrick Bousquet-Chavanne

Branded food and drink in omnichannel

Kara Rosen

Talking points

“Tastes change as you get older. No-one is catering to this market, yet it's the fastest-growing and wealthiest in the world”

“There is a continuing trend towards one leading mainstream brand, private label and a large number of niche brands”

“Can market-leading, mainstream brands survive?”

“People are marketing to seniors with only millennials in their marketing teams”

“Stay in the shadows – there are the margins”

“Sustainability is about securing the supply chain as well as about doing the right thing ...

...while at the same time making sure your offer is clearly differentiated”

“Flexitarians (flexible vegetarians) are on the rise”

TowerBrook hosts

European Food Team



Jose Arellano
Managing Director



Alexander Walsh
Senior Principal

Introduced and hosted by



Ramez Sousou
Co-CEO



Christoph Lueneburger
Managing Director

For detailed insights from this VisionOn roundtable,
please contact visionon@towerbrook.com

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London

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