



FLAVOUR OUR SA

FOOD INNOVATION SEMINAR SERIES 2006

Flavour SA and Food South Australia are pleased to present a series of seminars featuring the theme of innovation in the food industry. Three topical seminars with international and national guest speakers will provide insight into key innovation issues relevant to all food businesses. Register for all 3 Seminars to build your knowledge and learn from hands on experience.

Seminar 1

How innovation is influencing the food industry – identifying & responding to food trends locally and globally

Julian Mellentin is one of the world's very few international specialists in the business of food, nutrition and health. He is director of The Centre for Food & Health Studies, a company that has provided research, analysis and forecasting of the global nutrition business since 1995. The company has offices in London, Finland, New Zealand. Julian is co-author of The Food & Health Marketing Handbook and prior to setting up this company he spent ten years in brand marketing in Europe. Although specialising in food and health, Julian will talk widely about trends in innovation, what it is and how to do it with minimum risk and cost. Using real-life case studies from Europe, Asia, the US and Australia – and with a focus on examples from small and medium-sized companies - he will look at how companies can innovate in ways that are profitable and connect with market trends; about what types of innovation there are and how innovations in the lab need to be accompanied by innovations in packaging, marketing and distribution. The focus will be on ideas and techniques that seminar participants can use in their own companies.

Date – 7th February, 2006

Time – 5.30pm – 7.30pm including networking drinks

Venue – Adelaide Pavilion, cnr South Terrace and Peacock Road

Seminar 2

Innovation in Action - Hear from 3 industry leaders about innovation in their businesses

How to be innovative and keep ahead of the pack – Roger Ley, Group Sales & Marketing Manager - Mitolo Group. Ollo is the newest addition to the Mitolo Group. The motto for the olive oil is "We're all about Taste". Roger has worked in tough grocery categories for the past eight years and has been responsible for top FMCG brands like Benson & Hedges, Silk Cut, Davidoff and West in the UK and Europe where innovation has been critical to the brands' lifecycle. Now based in Australia he has successfully launched and differentiated the ollo brand in eleven countries in twelve months in a commodity market steeped in European tradition.

Innovation in a small food business – Cindy Luken, founder of Luken & May. Cindy started Luken & May, a specialty biscuit company in 1996 and built it up to a stage where it was sold in 2003 to Stuart Alexander. Cindy has a vast array of skills from visionary leadership & marketing through to nutrition & food science, quality assurance, financial & customer relationship management. She will talk about how it is possible to be innovative and successful in a small food business.

Innovate to value add an opportunity – David Clapin, Managing Director, Anchor Foods. David has taken on the task of transforming a 150 year company into a fast moving and nimble food business that services national retailers. David purchased Anchor Foods from Goodman Fielder in September 2002. Together with a young talented team, every aspect of the company is being rebuilt from the ground up. The 'new Anchor Foods' is now well placed to evolve with the rapid changes in national food industry and has created a powerful new culture of innovation and speed to market.

Date – 4th April, 2006

Time – 7.30am – 9.00am including breakfast

Venue - Adelaide Pavilion, cnr South Terrace and Peacock Road

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Seminar 3

The King Island Dairy Story – Innovation in brand building. The power of leveraging region and product

Peter Singline, Brand Scientist at Brand DNA has developed Brand Charters and or brand positioning strategies for a diverse range of brands that include the NRMA, King Island Dairy, The Barrett Consulting Group, Sussan, Repco, Berringer Blass Wines, Four Sisters Wine, Greenpeace, State Trustees, The Dennis Group, CityLink/Transurban, V/Line, M>Tram M>Train, Essendon Football Club, Melbourne Business School and Chemmart.

Peter will examine the role innovation plays in sustaining a brand, both at a regional and product level. In particular how clarity around the desired positioning of a brand is critical for shaping the direction innovation takes, and also the role innovation plays in underpinning the relevance and profile of a brand with both trade and end customers.

Date – 20th June, 2006

Time – 5.30pm – 7.30pm including networking drinks

Venue – Adelaide Pavilion, cnr South Terrace and Peacock Road

This program is correct at the time of distribution, but may be subject to change.

TAX INVOICE A.B.N 35 533 200 691

Flavour SA Members @ \$35 Non Members @ \$45. Prices include GST.

If you would like to register for all 3 seminars, member price is \$90 and non member price is \$120. Prices include GST.

Please register me for all 3 seminars

Please register me for Seminar 1

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Please note company name and seminar number(s) on payment.

Payment must be received prior to the due date. Upon payment this will become a tax invoice. A receipt will be sent to you as proof of payment. Refunds will not be given, however places are transferable.

**Please complete and return the registration form with payment to Flavour SA by
Wednesday 1st February, 2006 c/o Flavour SA on fax (08) 8431 7171 or
PO Box 124, Glenside SA 5065. For enquiries, please email contact@flavoursa.com.au
or phone Catherine Barnett on 08 8431 7131**

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