



THE NEW NORMAL: NAVIGATING THE MICROWAVABLE FOOD INDUSTRY

OCTOBER 20-22, 2020
10am-1pm EST daily

Virtual Fall Seminar
Presented by the International Microwave Power Institute

**PRODUCT DEVELOPMENT • TRENDS • CONSUMER BEHAVIOR • ALTERNATIVE PROTEINS
INNOVATION • SMART KITCHEN • REGULATORY UPDATES • CLEAN LABELING
INGREDIENTS • AI/AUTOMATION IN THE FOOD INDUSTRY • SOLID STATE COOKING
FUTURE KITCHEN • HOME COOKING • DESIGN**

Register Today!

Speakers



Ms. Lynn Dornblaser
Director of Innovation & Insight,
Mintel



Mr. David Kusuma
Vice President of Research and
Product Innovation, Tupperware
Corporation



Mr. Frank Sarracino
Technical Service Manager,
Food & Beverage Solutions,
Global Accounts – EMEA, Tate
& Lyle PLC



Mr. James Sanduski
President, Sharp Home
Electronics Company of America



Mr. Jordan Bar Am
Associate Partner, McKinsey &
Company



Mr. Julian Mellentin
Founder, NewNutrition Business



Ms. Barb Stuckey
President & Chief Innovation
Officer, Mattson



Dr. Melanie Abley
Deputy Director, Risk
Management and Innovations
Staff, Food Safety and
Inspection Service, USDA



Mr. Michael Wolf
Creator, Smart Kitchen Summit
and Publisher, The Spoon



Mr. Robb Ziegler
President / Creative Director,
Brandimation



Ms. Trupti Palav
Principal Scientist, Food &
Beverage Solutions, Tate & Lyle
PLC

Moderated by



Dr. Klaus Werner
Chairman, IMPI Solid
State RF Energy
Section and pinkRF



Mr. Bob Schiffmann
R.F. Schiffmann
Associates



Dr. Sean McKeown
Graphic Packaging
International

AGENDA

TUESDAY, OCTOBER 20, 2020

- 9:30am - 10:00am **Virtual Meet & Greet**
- 10:00am - 10:15am **Welcome & Introductions**
Bob Schiffmann, IMPI President & President, RF Schiffmann Associates Inc.
- 10:15am - 11:00am **Keynote: Consumers, Cooking at Home, and Microwavability**
Lynn Dornblaser, Director of Innovation & Insight, Mintel
With more consumers doing more cooking at home, yet still not having significant time or skills, convenient solutions are key. This presentation will look at who cooks, what they cook, what they consider cooking, and how microwavability is part of that important equation. The current US market will be illustrated by recent product introductions, and innovation from outside the US will offer ideas for potential product development.
- 11:00am - 11:30am **Regulatory Updates from the Food Safety Inspection Service**
Melanie Abley, Deputy Director, Risk Management and Innovations Staff, Food Safety and Inspection Service, USDA
Dr. Melanie Abley will cover recent policy changes and a preview of new policies included in the 2020 Spring Regulatory Agenda affecting meat, poultry and processed eggs products.
- 11:30am - 11:45am **Virtual Coffee Break**
- 11:45am - 12:25pm **Cooking and Cookware: How the Pandemic has Increased Consumer Kitchen Activities**
David Kusuma, Vice President of Research and Product Innovation, Tupperware Corporation
Today's consumers are far more active in the kitchen, trying new recipes, experimenting with new foods and techniques, broadening their food horizons, and more. This has had a positive effect upon the sales of microwavable cookware, and spurred innovation further into the kitchen.
- 12:25pm - 1:00pm **Panel: The American Consumer - How Much Has Changed, and is it Permanent?**
Moderator: Sean McKeown, Graphic Packaging International
Panelists: Lynn Dornblaser, Director of Innovation & Insight, Mintel
Melanie Abley, Deputy Director, Risk Management and Innovations Staff, Food Safety and Inspection Service, USDA
David Kusuma, Vice President of Research and Product Innovation, Tupperware Corporation

WEDNESDAY, OCTOBER 21, 2020

- 9:30am - 10:00am **Virtual Meet & Greet**
- 10:00am - 10:30am **Will the Future of Food be Shaped by Technology or Tradition?**
Julian Mellentin, Founder, NewNutrition Business
The biggest successes in food and health are based not on radical new technologies but on traditional foods, reinvented and made easier for consumers to enjoy. Consumers tell us that they want foods to be as natural as possible, with clean labels and fewer ingredients, and the food industry has used technology to deliver that. Good technology makes traditional foods modern. But people don't like eating obvious technology – and that spells trouble ahead for plant-based burgers, 3D printed meats and the rest.

WEDNESDAY, OCTOBER 21, 2020, CONTINUED

- 10:30am - 11:15am **Functional Starches & Clean Labeling: Exploring the Challenges & Solutions**
Trupti Palav, Principal Scientist, Food & Beverage Solutions &
Frank Sarracino, Technical Service Manager, Food & Beverage Solutions, Global Accounts, EMEA, Tate & Lyle PLC
The development of ready meals that are reheated using microwaves, requires the correct choice of functional starches. During the presentation, Tate & Lyle will address the types of texturizing and stabilizing solutions that fulfil manufacturer's needs to deliver, process and shelf stable products that can be sold chilled or frozen whilst addressing the consumer desire for great tasting food. We will also explore the Food Industry's trends toward cleaner & clearer labelling; the challenges that this brings and potential solutions.
- 11:15am - 11:30am **Virtual Coffee Break**
- 11:30am - 12:00pm **Now More than Ever: Why Innovation is Critical to Winning in the New Normal of CPG and Food**
Jordan Bar Am, Associate Partner, McKinsey & Company
This presentation will provide an overview major consumer, channel, and competitive disruptions impacting the world of packaged food. Mr. Bar Am will discuss why innovation is a more critical than ever to understand the dislocations defining the new normal and identify opportunities in those dislocations. He will also provide an overview of the essential practices that best in class innovators employ innovate effectively.
- 12:00pm - 1:00pm **Panel: Product Development - Meeting the Challenges of the Pandemic**
Moderator: Bob Schiffmann, IMPI President
Panelists: Barb Stuckey, President & Chief Innovation Officer, Mattson
Jordan Bar Am, Associate Partner McKinsey & Company
Jullian Mellentin, Founder, NewNutrition Business
Trupti Palav, Principal Scientist, Food & Beverage Solutions &
Frank Sarracino, Technical Service Manager, Food & Beverage Solutions, Global Accounts, EMEA, Tate & Lyle PLC

THURSDAY, OCTOBER 22, 2020

- 9:30am - 10:00am **Virtual Meet & Greet**
- 10:00am - 10:30am **Looking Back, Looking Forward: Horizons in Home-Cooking**
Robb Ziegler, President/Creative Director, Brandimation
Most of us assume the future will just be a continuation of the present. But what happens when a curveball like Covid-19 comes along and changes the landscape? How can we prepare ourselves for multiple scenarios? One answer is the discipline of foresight, and the other is the discipline of design. By combining the strengths of both, we'll take a look at future horizons of home cooking, and how you might prepare and profit.
- 10:30am - 11:00am **How Advancements in AI and Automation are Changing the Food Industry**
Speaker TBD
- 11:00am - 11:15am **Virtual Coffee Break**

THURSDAY, OCTOBER 22, 2020, CONTINUED

- 11:15am - 11:45am **The Future of the Smart Kitchen**
James Sanduski, President, Sharp Home Electronics Company of America
- 11:45am - 12:00pm **Update on Solid State Cooking**
Klaus Werner, Chairman, IMPI Solid State RF Energy Section & pinkRF
- 12:00pm - 12:30pm **Embracing Innovation to Create the Future Kitchen**
Mike Wolf, Founder, Smart Kitchen Summit and Publisher, The Spoon
- 12:30pm - 1:15pm **Panel: Where are We Now, and Where are We Going? Let's Crystalball It!**
Moderator: Klaus Werner, Chairman, IMPI Solid State RF Energy Section & pinkRF
Panelists: Robb Ziegler, President/Creative Director Brandimation
James Sanduski, President, Sharp Home Electronics Company of America
Mike Wolf, Founder, Smart Kitchen Summit and Publisher, The Spoon
- 1:15pm **Closing Remarks**

REGISTRATION IS OPEN!

IMPI offers, members and non-members, one-day and full-Seminar registration rates for professionals, students and groups (corporations & universities). Registration fee includes: access to the live virtual sessions, the ability to view recorded presentations for one month after the Fall Seminar and copies of the presentations post-event.

	Professional	Student	Corporation
Full Registration (3 Day) IMPI Member	\$150	\$75	\$450
Full Registration (3 Day) Non-Member	\$250	\$150	NA
One Day IMPI Member	\$75	\$75	NA
One Day Non-Member	\$100	\$100	NA

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