



THE BRITISH SOCIETY OF BAKING

2016 Autumn Conference, 11th to 12th October

Woodland Grange Hotel, Old Milverton Lane, Leamington Spa CV32 6RN

CONFERENCE PROGRAMME



Tuesday 11th October

17.00 BSB Annual General Meeting in conference room 19.

19.00 Pre-dinner drinks reception, Internet café, followed by dinner in the Redwood Suite. After dinner entertainment will be from highly acclaimed comedian Paul Kerensa, who has, among other things, appeared at London's Comedy Store and on Radio 2's Pause for Thought, and is a Comedy writer for BBC1's Miranda.

Wednesday 12th October

Conference Presentations, Maple Suite Session Chairmen: morning sessions - Alan Clarke, Scottish Bakers; afternoon sessions - Mark Young, BSB Committee Member and Ingram Brothers, Paisley.

09.15 – 09.25 BSB Chairman Paul Turner will open the conference.

09.25 – 10.00 **Growing a Business Today** by David Garman, Senior Independent Director, John Menzies and owner of the Oakwood Partnership, David has 45 years experience in Executive Management, including 20 years with United Biscuits and 7 years as Chief Executive of Allied Bakeries. David will give a motivational talk covering a range of topics based on his extensive knowledge of business and the food industry.

10.00 – 10.30 **Tesco Bakery Products** by Gordon Gafa, Category Director, Bakery, Commodities & Wholesale, will talk about: Tesco's bakery strategy and the criteria that underpin it; what they look for from suppliers; and the importance of new product development and innovation.

10.30 – 11.00 **Bakery Market Trends** by Matthew Verity, Research Director, Kantar Worldpanel. Matthew will discuss the latest developments in the sales and marketing of bakery products and on innovation in bakery products. He is responsible for the Worldpanel's Chilled Food and Bakery clients and he and his team work with UK Bakery manufacturers on a day to day basis.

11.00 – 11.30 COFFEE BREAK

11.30 – 12.00 **University College Birmingham** A presentation by bakery students at University College Birmingham.



12.00 – 12.30 **WHEAT MARKETS – ensuring consistent quality in a Volatile World** by Julius Deane, Wheat Director, Carrs Flour. Julius will cover: 2016 harvest quality – UK, Europe and World; Current market overview; Market drivers – what affects prices (inc Brexit); Wheat quality assessment (inc Carr's work with the **nabim** Variety Working Party).

12.30 – 13.20 LUNCH

13.20 – 13.50 **Success with Free-from Bakery Products** by Roz Cushieri, Chief Executive, Genius Foods Ltd. Roz will talk about the very successful range of gluten-free and free-from products produced by her company and about their sales and marketing.

13.50 – 14.20 **Trailblazers Bakery Apprenticeship Scheme** by Justine Fosh, Chief Executive, National Skills Academy. Justine will give a presentation on Trailblazers, the national bakery apprenticeship scheme.



14.20 – 14.50 **Using Social Media to Increase Sales** by Daniel Carr, PR Manager, Warings Bakery, and President, LASER, CBA. Daniel will highlight how social media has become an integral part of Warings' PR strategy, helping to promote their products & services, deliver their brand, follow trends and build loyalty with individual social media users.



14.50 – 15.00 Chairman's final remarks and end of conference.

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