

rfa

WEBCAST

JULY 24, 2024

“TOP INDUSTRY TRENDS WITH UNILEVER FOOD SOLUTIONS”



Date and Time:

Wednesday, July 24, from 2:00 p.m.- 3:00 p.m. Eastern Time
(1:00 p.m.-2:00 p.m. CT, 12:00 p.m.-1:00 p.m. MT, 11:00 p.m.- 12:00 p.m. PT)

Overview:

Unilever Food Solutions global network of chefs and consumer marketing insights team will focus this webinar on 3 major trends relevant for manufacturers and suppliers of refrigerated prepared foods. Our aim is sharing insights and ideas that fuel innovation based on what today's consumer is looking for. We'll cover:

Seasonality: We'll discuss game day and holiday occasions, specifically focusing in on holidays which are highly relevant with the rise of at-home entertaining.

Global Flavors: This trend is on the rise for top growing main dishes in prepared foods. We'll explore which flavors and how consumers resonate with familiar cuisines with a regional twist.

The Gen Z Consumer: We'll look at how to engage with this audience particularly with social media and digital platforms like Instagram, LinkedIn or TikTok. Will also explore how insights gathered on these platforms can shape your offerings and program to reach a broader audience.

Presenter(s):

James Cobb, National Account Manager, Unilever Food Solutions

James Cobb has been in sales and marketing for 14 years and in foodservice for 10 years. He has worked with major food manufacturers since 2019 and has a passion for consulting with them due to each company's unique operation and go to market strategies. Each manufacturing facility has its specific needs and requires a level of problem solving that keeps work fun and fresh. He believes that taking a data driven approach to bringing new ideas and staying ahead of market trends will drive positive business results. James is a foodie, enjoys global travel, and eating the way that the locals do. He is a dedicated husband and proud father of twin, 6-year-old boys.

Alexa Breeman, Associate Operator Marketing Manager, Unilever Food Solutions

Alexa Breeman is a marketing specialist and consultant with over seven years of food service and industry experience working with a diverse group of organizations and clients. She is a seasoned marketer driven by a love for connecting with audiences through compelling storytelling and innovative campaigns. With an eye for detail and a strategic mindset, Alexa thrives on navigating the ever-evolving landscape of digital and traditional marketing to drive results and elevate brands. Alexa enjoys cooking and trying new cuisines and dishes with her husband, reading thrillers and suspense novels and spending time with her new puppy, Sadie!

How does the webcast work?

It's easy and convenient! It is a virtual seminar that you can "attend" and participate in right from your office. Webcasts are provided at **NO COST** to RFA members!

The RFA webcast will include live audio along with a slide presentation on the web. You just need a phone connection for the audio and an Internet connection.

To get the most out of a webcast, it is recommended that you have no more than five people at any one computer connection. If you have multiple locations, please register each location separately.

**Register now for this live, interactive Webcast
that you can join from your office!**

How to attend this meeting?

To register to attend the meeting, just send an email to Meg at info@refrigeratedfoods.org.

Once you have registered for the meeting, you will receive an email message inviting you to attend the webcast with instructions on how to attend. This message will provide the information that you need to join the meeting.

Register now!

Registration should be received no later than July 22, 2024. Confirmations will not be sent until you are successfully registered.

If you have questions about the meeting, please contact Meg Levin at meg@refrigeratedfoods.org