Video Digest: Innovation Content for the Food & Beverage Industry

by Amy Kenly

Each year, Kalypso organizes the FoodBev Forum, an event dedicated to transforming how food and beverage science executives and academic influencers lead innovation initiatives within their organization.

We interviewed each speaker at the 2015 event to capture the essence of their presentation and practical steps for getting started. Here are the best interviews and some additional reading.

**Why is Innovation so Difficult in Food & Beverage?**

Why is it so hard to innovate in food and beverage? Here are some insights from industry leaders on how large food and beverage companies can innovate to thrive while providing the planet with quality goods.

**How Can Food & Beverage Companies Improve Innovation Outcomes?**

With the huge task of feeding the world, it’s now more important than ever for large Food & Beverage organizations to pay attention to the right things.

**How to Drive Disruptive Innovation in Food & Beverage**

Innovation in Food & Beverage is a challenge, especially when fast-moving startups have just as big a chance of success as large, established brands. Here are some tips from IRI on how to drive and sustain success from breakthrough innovation.

**Understanding Consumer Trust in Food & Beverage**

Food and beverage manufacturers often assume that consumers don’t trust them to provide accurate information about ingredients. Dave Schmidt from the International Food Information Council (IFIC) Foundation says this is not the case, and explains how manufacturers can use IFIC’s data to understand consumer trust.

**Using Foresight to Fill & Manage an Innovation Portfolio**

We all have beliefs about what we think the future of food & beverage will be. But what should companies do when trends shift so quickly that our vision of the future doesn’t hold up?

**How PepsiCo Transformed R&D to Deliver Sustainable Innovation**

The Food & Beverage industry faces important challenges, including scarcity of natural resources, scarcity of talent, and increased pricing pressure. PepsiCo sees R&D as a partner rather than a service provider, enabling them to help solve important business problems.

**Peering Inside the Food Mind**

Food and beverage manufacturers constantly develop all sorts of substitutes for sugar, salt, fat and other things that people perceive as “bad.” Mind Genomics help address with these perceptions by telling us what to say, how to say it, and to whom.
How to Use Strategic Thinking to Navigate Trends

New trends in food and beverage are born every day, and they change even faster. Here are some tips about what companies can do to adapt to the changing landscape and preserve their position in the market place.

Register for the 2016 FoodBev Forum

More Reading

The Food Safety Modernization Act is Here, Are You Ready?
Building the Case for a Fewer, Bigger, Better Approach to Innovation
The Battle for Product Placement: The CPG Manufacturer’s Guide to Winning Market Share

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What's your view? Add your question or comment
About the Author

Amy Kenly
amy.kenly@kalypso.com

Amy is VP of Marketing for Kalypso's Digital Innovation practice. She's an equestrian, a Red Sox enthusiast, and is addicted to Cheez-Its and Swedish Fish.