

Snack sales has boomed since the outbreak as many work-from-home orders lead consumers to reach out for quarantine indulgent snacks – chips, popcorn, sweet bakery products and more.

Consumers continue to seek fresh baked items and comfort foods—but what's trending for the last 12 months, is the fact that consumers are now prioritizing health and according to a snack food company -the current trends they are seeing is that Covid -19 has raised the awareness for healthier better-for-you snacks.

In the EU, a harmonised nutritional FOP labelling will be mandatory by end 2022 – how useful will the labelling help consumers make informed choices on the ingredient composition, & nutritional value ?

With a large number of people not commuting to work, research indicates that this has significantly impacted on-the-go snacking - hitting the snack bar market hard.

However, innovations in the bar space continue. Personalization is a key trend in the food industry as more new protein bars emerge with specific dietary claims, such as keto, gluten-free, , immunity-boosting. low GI etc

- Attend **CMT's Healthy Better-For-You Snacks** and network with snack companies all over the world – Gain insights on
- How sustainable is Healthy Snacking – will it fade away as lives return to normal after the pandemic?
 - What are the snacks trends in North America
 - What are the challenges on formulating with reduced sugar for healthier snacks?
 - Personalised snack bars that can counter stress and be customised to feed a consumers needs

Email hafizah@cmtsp.com.sg if you require more information and/or wish to register.



Virtual Networking Interactions



Live Q&A with Speakers

More info on virtual meet

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210652&>

Register now at only US\$195

SUPPLEMENTARY Virtual Meet:

Sugar Reduction Innovations (8 Jun)

<https://www.cmtevents.com/aboutevent.aspx?ev=WEB210640&>

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**Centre for
Management
Technology®**
into our 38th year

Healthy Better-for-You Snacks

23 JUNE 2021 15:00 CEST (GMT +2) / 06:00 PDT (GMT -7)

SPEAKERS



SHIRI RANOT

Global Marketing Director
DouxMatok



CESARE VARALLO

Food Lawyer
Food Law Latest



ROY WOLF

Vice President-Business Devt
Matzot Aviv



SHELLEY BALANKO

SVP, Business Development
Hartman Group



BALACHANDAR SELVAMOHAN

Application & Technical Sales Director
Bunge Loders Croklaan



TALI FEINGOLD

Business Unit Director
Salt of the Earth Ltd



RACHEL YARCONY GOLDSTEIN

Founder & Co-CEO
myAir, Ltd
(myAir Superfood Bars)

23 JUNE 2021, WEDNESDAY

14:00 - 15:00 **PRE-NETWORKING**

(Participants are strongly encouraged to Log on to get acquainted with CMT MEET Platform)

15:00 Welcome Remarks by CMT

15:05 **Sugar reduction innovation for healthy snacks**

Shiri Ranot, Global Marketing Director
DouxMatok

15:30 **Trend towards healthier snacks - Perspective from crackers and cookies producer**

Roy Wolf, Vice President
- Business Development
Matzot Aviv

16:00 **Personalised snack bars – the next big trend**

Rachel Yarcony Goldstein
Founder & co-CEO
myAir, Ltd (myAir Superfood Bars)

16:20 **Networking Break**

(Participants are encouraged to visit CMT Connect and Networking Rooms)

16:35 **Driving healthier choices by consumers with front-of pack nutritional labelling – a regulatory update**
Cesare Varallo, Food Lawyer
Food Law Latest

17:00 **North America snacking trends & future outlook as we emerge out of the pandemic**

Shelley Balanko
SVP, Business Development
Hartman Group

17:25 **Applying healthy lipid solutions to boost snacks nutritional profile**

Balachandar Selvamohan
Application & Technical Sales Director
Bunge Loders Croklaan

17:45 **Low sodium innovations for snack applications**

Tali Feingold, Business Unit Director
Salt of the Earth Ltd

18:10 Closing Remarks. End of Watch Live CMT Meet will continue to remain open for the next 24 hours to allow participants to enjoy extended networking time.