



Presents

FEEDING THE FUTURE

SURVIVE *OR* THRIVE

19.06.2025 - Kinepolis Imagibraine

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Who we are
Who is who

Speakers



Hermes Sanctorum

CEO, **Paleo**



Jan De Boeck

Research Consultant, **YouGov**



Caroline Baerten

Owner & Co-Founder, **Humus x Hortense**



Jessie Maras

CEO, **Food Bag (Colruyt Group)**



Yannick Engelen

Category Planning & Activation Manager, **Mondelez**



Sophie Baert

Benelux Shopper Insights Manager, **Mondelez**



Nanno Palte

Group marketing Intel manager, **Puratos**



Virginie Dumonceau

KAM, **Puratos**

Speakers



Ben Broeckx

Managing director, **Pluxee**



Geoffroy Gersdorff

Executive director, **Carrefour**



Charlotte De Vroey

Sustainability director, **Delhaize**



Catherine Marlier

Founder, **Cultivaé**



Amaury Marescaux

CEO, **Gondola Foodservice**



Pierre-Alexandre Billiet

CEO, **Gondola Academy**

Participants' quotes

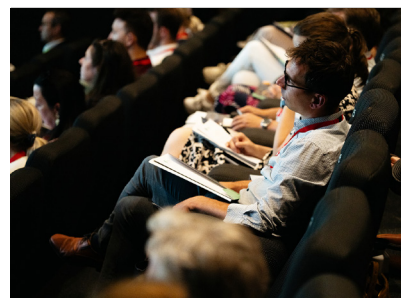
"Very interesting cases which gave a lot of inspiration."



"Perfectly balanced and complementary content."



"One you cannot miss"



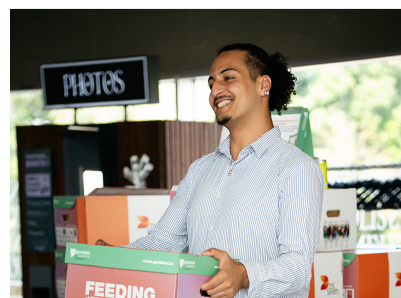
"A pragmatic and practical day covering all the pieces of the ecosystem"



"We can only achieve goals and tackle challenges together!"



"Reflecting on what we are jointly responsible for in the most fun business there is."



Breakdown

17
SPEAKERS



92
SUPPLIERS



199
PARTICIPANTS



71
SERVICE
PROVIDERS

36
RETAILER
REPRESENTATIVES

Presentations' summary



Hermes Sanctorum
CEO
Paleo

Feeding the Future: a complex path from local lab to worldwide plate

Hermes Sanctorum, CEO of **Paleo**, outlined the long and complex road from biotech innovation to commercialisation. His company uses precision fermentation to produce animal proteins like myoglobin, without animals. The result? Meat alternatives that truly replicate the taste, texture and nutritional value of real meat.

Sanctorum stressed that **innovation is essential** if we want to sustainably feed a growing global population, but that **European regulation is too slow and fragmented**. "We need less red tape if we want Europe to play a leading role," he argued. Meanwhile, Paleo is exploring market entry in Asia and North America, where agencies are more agile and innovation-minded.

"We need to eat differently, and innovation sparks change, but collaboration fuels impact."



The power of Fresh

Fresh food remains top of mind for Belgian shoppers and often determines where they do their groceries, says **Jan De Boeck** of **YouGov**. Their panel data shows pressure on volumes across fresh categories post-COVID, but also reveals growth in areas like wholegrain bread, processed potatoes, poultry (especially with singles and 65+) and ready meals. Snackable produce like cherry tomatoes and pre-cut fruit is also gaining ground.

Fresh remains a powerful lever for retailers, those who invest in it and communicate clearly tend to perform better. YouGov's research highlights that smart category management and a data-driven strategy are key to staying ahead.

Meat substitutes are growing from 1.2% to 1.9% market share, but still remain niche.



Jan De Boeck
Research Consultant
YouGov

Presentations' summary



Caroline Baerten

Owner & Co-Founder

HUMUS X HORTENSE

Botanical gastronomy as a driver of change

Fresh and local ingredients don't just shape habits at home, they can spark change in the restaurant world too. **Caroline Baerten** sees that every day at **Humus x Hortense**, the restaurant she co-runs with her husband. Don't call it "vegan," but rather "botanical gastronomy." Fully booked daily, attracting guests from across Europe and chefs eager to join their team, the restaurant proves that a plant-based fine dining experience can win over even non-vegans, as confirmed by their Michelin star.

For 16 years, they've partnered with the same farmer to ensure quality. Their approach rests on five core principles: 100% plant-based (even desserts, supported by an in-house R&D team), ultra-local and soil-to-plate farming, zero waste (menus adapt to harvests) and hyper-seasonality (24 micro-seasons per year). But above all, it must taste great, because without flavour, there can be no real change.



The True Cost of Food

Is food too expensive ... or actually too cheap? **Pierre-Alexandre Billiet**, CEO of Gondola Group, explored the complex economics behind our food system. Since 1900, households have spent less and less on food, especially on essentials, with meat as an exception, pushing retailers into low-margin models.

But the real cost is hidden: in healthcare (think obesity), environmental damage and biodiversity loss. Meanwhile, consumers feel food is getting too expensive. Add to that the pressure on retailers to invest in a future-proof food system and the math doesn't add up. According to Billiet, each euro spent on food may require an additional €0.80 to €2.10 to truly reflect its impact, depending on the category.



Pierre-Alexandre

Billiet

CEO

Gondola

Presentations' summary



Amaury Marescaux
CEO
Gondola Foodservice

Setting the table for tomorrow's restaurants

Beyond regulation, collaboration is key to transforming the foodservice industry. **Amaury Marescaux**, CEO of Gondola Foodservice, shared practical tips for producers and distributors to better support restaurants.

His advice? Focus on alignment: assess whether your (potential) customer has a viable concept and whether your products match their vision and target audience. Are your prices compatible with their menu positioning? And don't underestimate visibility, support your partners with smart branding elements like table accessories, interior touches and signage to reinforce your presence.



How Foodbag makes eating better easy!

As the new CEO of Foodbag, **Jessie Maras** is continuing the company's mission: making better eating easier, with fresh, Belgian ingredients. Founded 10 years ago, the brand now works with over 100 local suppliers, offering balanced meals that prioritize seasonality, zero waste and local quality.

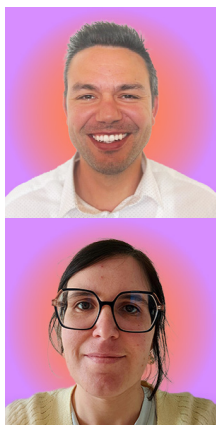
Why do customers keep ordering? "25% for the Belgian origin, 32% for culinary inspiration and 27% for convenience," Maras shares. Even as a digital player, Foodbag puts people first, from delivery by friendly 65+ "food heroes" to meals crafted by in-house and guest chefs.

Maras highlighted how Foodbag wants to be a testing ground for new, healthier products and product innovation. By facilitating partnerships with small local producers, Foodbag gives them a platform to grow. The model: hyper-local, health-forward, and future-minded.



Jessie Maras
CEO
Foodbag

Presentations' summary



Yannick Engelen

Category Planning & Activation Manager

Sophie Baert

Benelux Shopper Insights Manager

Mondelez

Stepping into the future of snacking with Mondelez

Yannick Engelen and **Sophie Baert** offered a data-driven view on the future of snacking. Using AI-powered trend platforms and deep consumer insights, Mondelez seeks to “win in the now and own the future”, by being in the right place with the right product at the right time.

Consumer behavior is shifting across generations and purchase journeys are no longer linear. Retailers must adapt to changing habits, growing demand for evening snacks and the distinction between shopper and consumer. From salty to sweet, categories like TUC Baked Rolls are seeing strong momentum.

Data and insights are also being used to create more sustainable snacks, both sweet and savory, aligned with evolving consumer expectations. While indulgence remains a key driver, Mondelez aims to grow the category by strengthening its core, exploring new snacking “territories” and making sustainability a priority. This includes work on ingredients (like cocoa and grains), social issues (diversity & inclusion, human rights), packaging innovation and climate impact.



Agriculture is the Future.

Catherine Marlier, founder of the agro-ecological cooperative Cultivaé, passionately believes in the future of Belgian agriculture. Her mission: to reshape the food system through collaboration, sustainability and local action. Under her leadership, the cooperative has exponentially expanded barley cultivation, making iconic beers like La Chouffe, Orval and Delirium truly Belgian, from soil to sip.

Cultivaé brings together dozens of farming businesses and is rooted in principles such as local production, regenerative farming, biodiversity, fair trade and measurable CO₂ reduction. Agriculture, Marlier argues, is not just part of the problem, it's a big part of the solution.



Catherine Marlier

Founder

Cultivaé

Presentations' summary



Charlotte De Vroey
Sustainability Director
Delhaize

More sustainability in supply chains

How can retailers build a resilient, future-proof supply chain? **Charlotte De Vroey**, Sustainability Director at Delhaize, presented four key strategies, based on a Harvard Business School framework, that guide the supermarket's sustainability efforts.

1. **Direct:** Buy local, build long-term partnerships and communicate transparently, such as with initiatives like the Belhaize Festival.
2. **Indirect:** Support producers in developing countries through Fairtrade programs that reinvest in communities.
3. **Collective:** Join forces with competitors to tackle shared challenges, like sustainable packaging and recycling, without affecting competition.
4. **Global:** Prepare for growing European regulations and embrace them as a roadmap toward impact.

Her message was clear: **sustainable supply chains mitigate risk, build trust and deliver value for people and planet alike.**

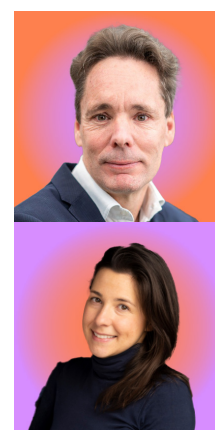


Taste Tomorrow: baking the future with Puratos...

What will the consumers of tomorrow crave? That's the question Puratos set out to answer through its global research platform. Nanno and Virginie revealed how consumer trends are shaping the future of indulgent baked goods.

From donuts to berliners, indulgence is booming, but the demand for better-for-you versions is growing too. The challenge? Merging pleasure with health. Using an in-house AI-driven trend platform, Puratos identifies country-specific preferences and nutritional shifts. While indulgence still dominates in markets like the US, European consumers increasingly seek less sugar and fat.

The result: a carefully tailored development process that starts with global insights, but finishes with local expertise — backed by chefs who ensure taste never takes a backseat. As Palte and Dumonceau emphasized, innovation in bakery is only successful when it combines data, creativity and craftsmanship.



Nanno Palte

Group marketing intel
manager

Virginie Dumonceau

KAM

Puratos

Debat



Ben Broeckx

Managing Director,
Pluxee

Geoffroy Gersdorff

Executive Director,
Carrefour

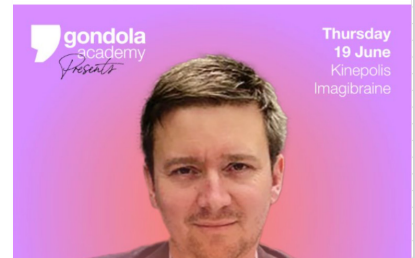
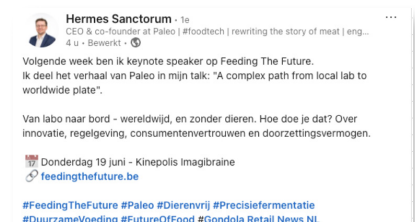
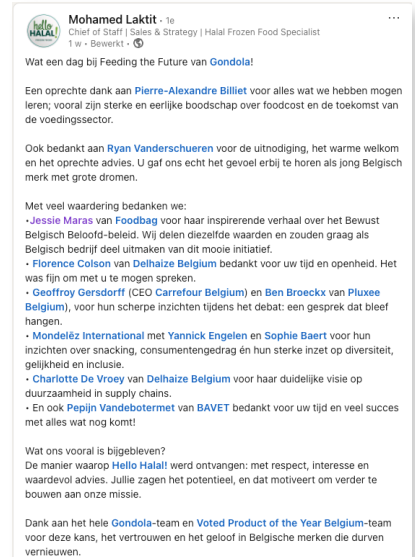
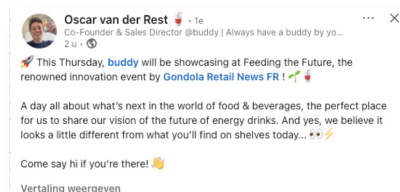
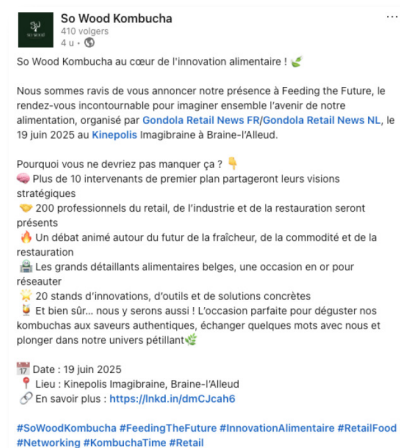
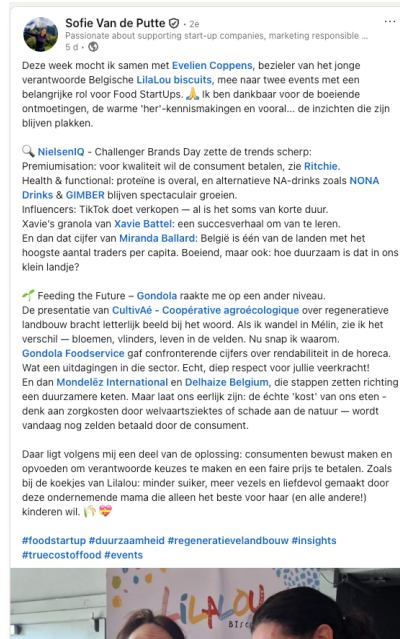
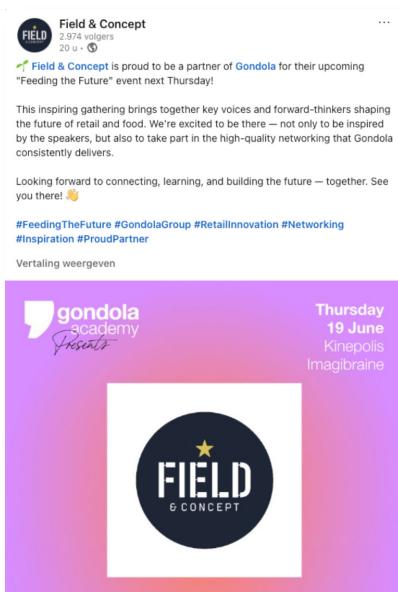
The Belgian Food Chain: Building value together or losing together?

In a compelling fireside chat moderated by Pierre-Alexandre Billiet, **Ben Broeckx** and **Geoffroy Gersdorff** tackled one of the toughest questions in today's food landscape: is the Belgian food chain truly working together?

Gersdorff acknowledged that while collaboration often exists on a functional level, it rarely becomes transformative. Both speakers stressed the need for stronger alliances, not just between companies, but also with policymakers. "We shouldn't do the government's job," said Gersdorff, "but we can help them make better decisions for Belgian producers and consumers." The debate emphasized that only through shared responsibility can the value chain truly thrive.



Social Media Highlights



These partners contributed to the success of Feeding the Future



pluxee

YouGov®

De Smaakclub

Gili



ALKEN MAES



THE
MOCKTAIL
CLUB



AMUUZ
BOUCHE



buddy

BAVET®

KAFFI



TROUBLE
& SPICE





Next Events

| | |
|------------------|---|
| 4 & 11 September | Advanced Retail Media : a two-day expert training to master retail media, aimed at experienced marketers, media planners and retail professionals |
| 16 September | Into Retail |
| 25 September | Sales & Nego Summit |
| 7 October | New Product Launch Analysis |
| 16 October | Retail Media Congress |
| 21 October | Category Management |
| 4 November | Price Analysis |
| 18 November | Promotion Analysis |

Who we are

Gondola Academy stands as the pinnacle knowledge center for professionals in the retail and consumer goods sectors. It offers unparalleled expertise derived from exclusive partnerships with industry leaders such as NielsenIQ and YouGov, complemented by proprietary market data. Through a spectrum of offerings including strategic training, in-company sessions, conferences, and consultancy services, Gondola Academy fosters an environment where knowledge is shared, refined, and leveraged for actionable insights and transformative strategies in the dynamic landscape of retail and consumer goods.

Who is who



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