Addressing Challenges and Opportunities Presented by Sugar Reduction and Wider Reformulation
An Industry Forum and Panel Discussion

Lunchtime, Thursday July 12th

Overview:
As part of their approach to the prevention of childhood obesity, Public Health England (PHE) has developed a broad sugar reduction and wider reformulation programme. This initially set out to reduce the amount of sugar in the foods that contribute most to children’s intakes by 20% by 2020; and has recently been extended to a 20% reduction in calories by 2024 in product categories that contribute significantly to children’s calorie intakes.

This forum brings together Industry representatives from across the food and beverage sector to discuss the opportunities and challenges for reduction and reformulation to achieve these guidelines. The forum will be chaired by Professor Bruce Griffin and include panellists from Marks and Spencer’s, Pepsico, Nestle Research Centre, Campden BRI and the Food and Drink Federation (FDF). Discussions will set the scene for the afternoon’s scientific symposium on public health considerations in the management of energy balance.

Panellists:
Charlotte Evans, University of Leeds: Will give a five minute overview of the public health scene that prompted the PHE guidance.
Kate Stein M&S, Head of Technology – Marks & Spencers
Sue Gatenby, Pepsico, Senior Director Nutrition Sciences: ESSA Region, FLNA & Global Snacks Category Lead
Liz Read, Nestle UK & I, Company Nutritionist
Mike Adams, Campden BRI, Bakery Science Section Manager
Kate Halliwell FDF, Head of UK Diet and Health Policy at Food and Drink Federation
Chair: Professor Bruce Griffin University of Surrey

Panellist Biographies:
Dr Charlotte Evans University of Leeds
I am an Associate Professor in Nutritional Epidemiology and Public Health Nutrition at the University of Leeds with more than 20 years’ experience in research exploring child, adolescent and adult diets. I am passionate about improving what we eat and I have a particular interest in improving dietary quality for optimum health in children and young people, particularly in those on the poorest diets. My research aims to make the healthier choice the easy choice with a focus on the school food environment and evaluations of programmes and policies to increase fruit and vegetable consumption. I have more than 80 publications including papers, book chapters and conference abstracts many of which are on sugar and health. I have spoken at conferences in different countries around the world and was recently awarded the Silver Medal for contributions to Public Health Nutrition by the UK Nutrition Society. I have also regularly featured on television, radio and in newspaper articles as a nutritional expert including BBC breakfast, Sky News, Channel 4 news and the Today programme on Radio 4.

Kate Stein M&S, Head of Technology – Marks & Spencers
Kate is the Head of Technology for the Convenience Trading area of Marks & Spencer. She has worked for Marks & Spencer for 20 years.
Kate has worked as a Food Technologist and Technical Manager across chilled and ambient food areas. On a day to day basis she is responsible for setting the technical direction across Ready Meals, Desserts, Frozen, Food on the Move and Hospitality. She has recently picked up responsibility for Health which is a key priority and focus for M&S as well as being a personal passion.
Kate lives in North London with her long term partner, John and their 4 year old son Edward and 16 month old daughter Beatrix.
**Sue Gatenby**, Pepsico, Senior Director Nutrition Sciences: ESSA Region, FLNA & Global Snacks Category Lead

Sue joined PepsiCo in 2005 and is Senior Director with responsibility for nutrition science strategy across a diverse product portfolio in Europe and Sub Saharan Africa and for the Global Snacks Category. Sue has over 25 years’ experience in nutrition research, education and in the food industry. She has a PhD in Nutrition from King’s College London and is a qualified clinical and sports dietitian.

Previously Sue held positions at the Universities of London & Surrey, the LSHTM, IFR, IGD and GlaxoSmithKline. During her time at the IFR she consulted for DH during development of the original Eatwell Plate and at IGD was responsible for leading the work on the development of GDAs. She holds a number of external positions including Industry Governor of the British Nutrition Foundation.

**Liz Read**, Nestle UK & I, Company Nutritionist

For 10 years, Liz Read has been working as Company Nutritionist at Nestlé and is responsible for providing nutrition expertise and ensuring scientific accuracy and credibility in the support of Nestlé brands in line with the Nestlé purpose and Nutrition, Health and Wellness agenda. With a small team of Nutritionists, Liz supports corporate, marketing, sales and technical colleagues on the development of products that are tastier and healthier, as well as helping to stay on top of the Regulatory and External Environment, including providing guidance on Public Health England initiatives such as the sugars reduction programme. Liz is a Registered Dietitian, having studied at the University of Sydney and has worked in both the public and private sectors and also has experience in the out of home environment, labelling, employee wellness, nutrient profiling and corporate nutrition strategy.

**Mike Adams**, Campden BRI, Bakery Science Section Manager

Mike has 2 roles with Campden BRI. His primary role is that of the Bakery Science Section Manager within the Baking & Cereal Processing Department, where he leads a team of 4 bakery and cereal scientists. He also is Health and Nutrition Lead for Campden BRI, where he works across the organisation leading the N+H strategy. He joined the organisation in April 2016.

The Bakery Science Section utilizes an extensive understanding of both cereal and bakery science to further develop the fundamental understanding of the interaction of ingredients, recipes and processes for the international baking and cereal processing industries. Mike’s main responsibilities are around managing and proposing research for clients, as well as working on a number of projects in conjunction with Innovate UK, the government funding body.

Nutrition and Health is a growing area with Campden BRIs activities, with a broad range of research projects, seminars, trials and analysis taking place, with a focus on practical solutions for the challenges being faced by the Food and Drink Industry. As part of this, he sits on a number of working groups within the industry.

Mike studied for a BSc (Hons) in Microbiology at the University of Manchester, graduating in 2005.

Since graduating, Mike has worked primarily within R&D and Technical roles for multinational FMCG organisations. Most recently he led the development of own label products for a major high street health and wellness retailer, specialising in functional foods, sports nutrition and free from foods.

Mike’s areas of interest include sugar reduction, dietary fibre and ingredient functionality.
Kate Halliwell Food and Drink Federation (FDF), Head of UK Diet and Health Policy
Kate is the Head of UK Diet and Health policy at the Food and Drink Federation (FDF). Her role involves the development, implementation and promotion of FDF’s nutrition and health policies across a broad remit, from product reformulation through to workplace wellbeing approaches. This includes extensive liaison with food companies to develop cross-industry policy positions and respond to scientific consultations. Previously Kate worked for the Department of Health and the Food Standards Agency on a range of nutrition policies. Kate sits on the Nutrition Society Council representing industry and is a registered nutritionist.

Chair: Professor Bruce Griffin, University of Surrey
Professor Griffin is a biomedical scientist with research experience in the fields of human lipid and lipoprotein metabolism, nutrition and cardiovascular disease. After his BSc in medical laboratory science (Portsmouth), he undertook a PhD on the effects of exercise and diet on human plasma lipoproteins (Aberdeen), and postdoctoral research in Pathological Biochemistry at Glasgow Royal Infirmary. Since then, he has held academic posts as a Lecturer, Senior Lecturer, Reader, and is currently Professor of Nutritional Metabolism, and Research Section Leader in Food, Macronutrients & Metabolic Medicine within the Faculty of Health & Medical Sciences at the University of Surrey. He is a Theme Leader in Whole Body Metabolism for the Nutrition Society, a member of the Association for Nutrition, and active as a teacher, researcher and public speaker in metabolic nutrition. He sits on several editorial boards, and has published extensively on the topics of human plasma lipoproteins, dietary fats, sugar and cholesterol in relation to cardio-metabolic health. His research (1985-to date) has been supported with grants from the BBSRC, FSA, MRC, BHF, DEFRA and industry.