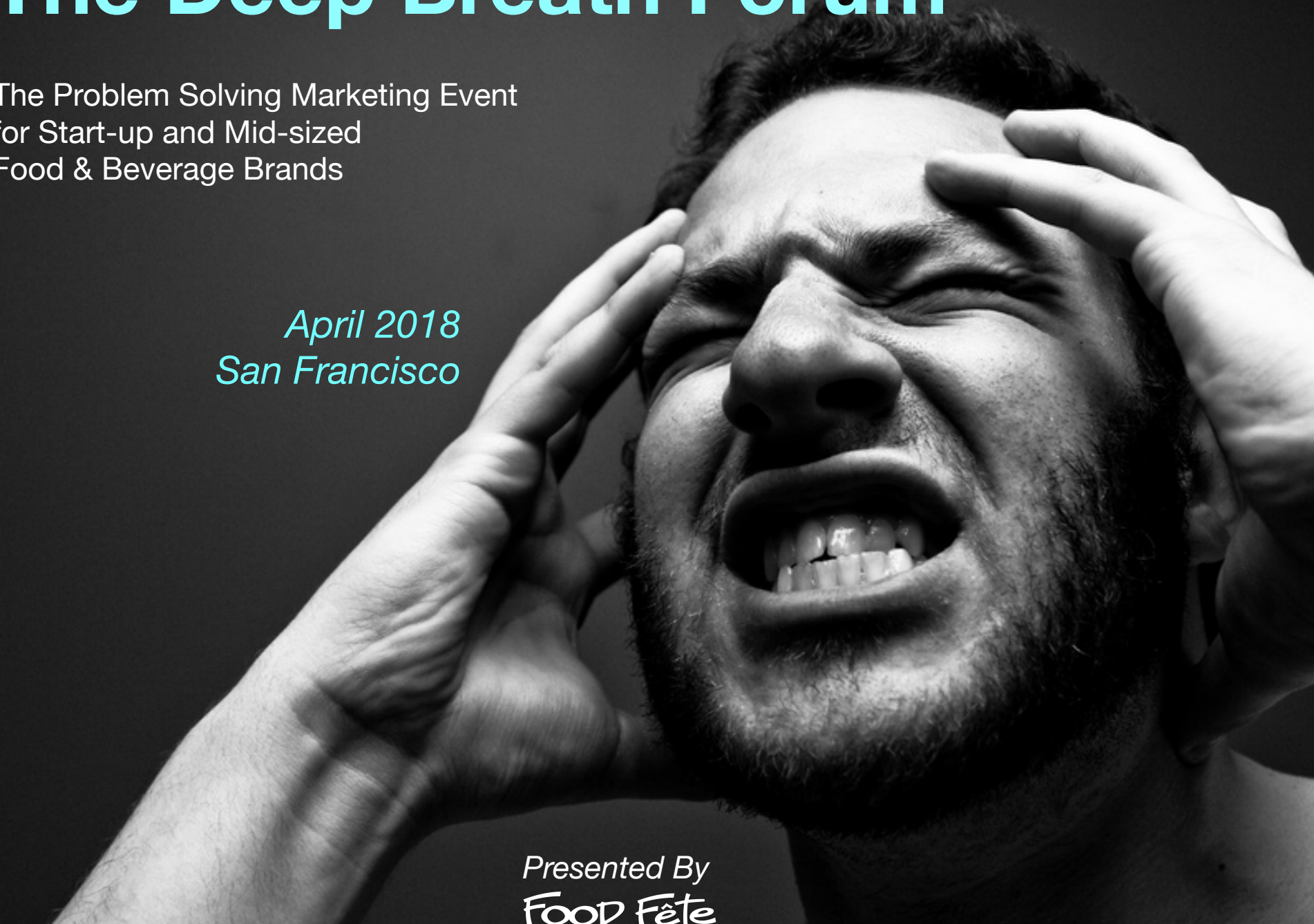


The Deep Breath Forum

The Problem Solving Marketing Event
for Start-up and Mid-sized
Food & Beverage Brands

April 2018
San Francisco

Presented By
FOOD Fête



The Food & Beverage Business Can Be Hard. Unbelievably Hard.

Specialty food makers, marketers and their agencies sometimes become overwhelmed and stressed out in their regular battle to overcome what feels like a never ending list of headaches.

Despite you knowing your business better than anyone else, there can be days when you feel like you're flying by the seat of your pants, only to become further confused by what once worked just doesn't any more. Then there are those times when you feel smacked around by circumstances for which you have zero control.

When this happens, experts advise to stop; take a few deep breaths; re-focus your energies, and approach things from a new angle.

That's the idea behind Food Fête's new Deep Breath Forum, a brand new, two-day marketing event for start-up and mid-sized food & beverage brands with immediate problems that need fixing.

The Deep Breath Forum takes a *shared experience* approach to helping upstart brands navigate the food industry by addressing current, real-world business problems head-on with confidence, backed by the experience of their more peers at all experience levels.

The Deep Breath Forum is not your typical marketing conference.

Food Fête's Mission

With experience comes wisdom, and Food Fête has matured.

After 13 years of producing our iconic tabletop product showcase media events for food & beverage brands, Food Fête has evolved its focus to create "shared experience" marketing forums and conferences to help start-up and medium-sized food & beverage companies.

The new Food Fête confronts and helps solve real-world marketing, PR and social media challenges facing professionals right now.

We're harnessing the enviable energy of the specialty food industry's unique and spirited community that encourages and inspires fellow entrepreneurs to dream big, while thoughtfully learning from others' successes and failures. We invite you to join us.

*Jeff Davis, Founder & Producer
Food Fête Events*

Prepare to Share and Learn

Deep Breath Forum attendees should come prepared to unwind, let down your guards and dive right in. Most of all, you should be prepared to contribute. Don't be surprised if you're suddenly invited to join a panel on stage to hash out an issue, or share what keeps you up at night.

Our mantra is everyone has something to contribute, so avoid being overly cautious about doing so.

This forum is about sharing and learning. Attendees have the freedom to raise issues they're facing right now that our experts will address in real time. Better yet, they'll not just advise on what needs to happen, but offer specifics on how to start solving them when you get back to your office.

It's like having your personal business consultant, with advice also being shared with your fellow attendees who are likely going through the same thing.

To be clear, The Deep Breath Forum is not for the defeated, rather for the inspired.

Deep Breath Forum attendees have the advantage of relying on the knowledge and experience of working food industry experts who've successfully overcome the obstacles necessary to succeed.

Perhaps surprisingly, you'll also hear from those whose food businesses didn't make it. Failure is common, failure is good, and there's much to be gained from others' mistakes.

Our first Deep Breath Forum is limited to 100 attendees, giving everyone the opportunity to attend everything to avoid missing out on two great sounding sessions that overlap.

Our Format

Deep Breath's two-day forum and networking event taps shared common experiences to solve real problems that real food & beverage companies are facing today. Whether you're about to launch, have recently launched, or on the path to scale, this event is for you.

While Deep Breath offers a structured program of panels and other activities, attendees are free to pair up with like-minded entrepreneurs they meet and hash out your own problem-solving through spontaneous networking. We want attendees to participate, but also find each other and collaborate.

Is This Forum for You?

Like you, we've attended food conferences along with fellow entrepreneurs, and while sitting there, you want to ask about your specific situation, but the format doesn't lend itself well to doing that comfortably. So, you get back to work wondering how to implement what you just learned.

The Deep Breath Forum creates the right environment to:

- Help food & beverage marketing and PR/social media teams share immediate marketing challenges, and get answers from your more experienced peers – plus educate them on what has worked for you
- Solve real-world marketing, PR and social media problems
- Educate brands and content creators about on-trend industry issues that are likely affecting you and them
- Give you the opportunity to receive live, consumer insights on new products
- Connect brands that have paid content budgets with food content creators, bloggers and influencers eager to meet you in order to build their businesses

Who Should Attend?

Because job titles are merely labels and mean different things at different companies, we're less concerned about what's on your business card, and more about hearing what you've experienced.

If one or more of these situations sounds familiar, then Deep Breath Forum is for you:

- You feel stuck in managing your day-to-day challenges.
- Your brand came out the gate strong, but sales seem to have stalled, and you're uncertain about the best way to fix it
- You need help making the most out of your existing resources and adding the right new ones
- Tactics that once worked, have become less effective, or just stopped working altogether
- You observe similar-stage food brands accomplishing what you believe you should be achieving, and don't know why you're not

Agenda: Day 1

The Deep Breath Forum kicks off with a keynote followed by on-trend, educational talks and panels, including a real-world problem solving presentations accompanied by a Q&A among attendees and our experts. At the time of registration, attendees will be asked to submit their most pressing business challenges, so we can address them specifically.

Keynote

TBD

Talks and Panels (Proposed)

1. PANEL "Can We Meet for Coffee?"

It's the question many entrepreneurs often dread receiving from someone they don't know, and the question others warn never to ask. Why give away your secrets to success to someone else? We're challenging that premise by asking "You've been there, so why would you not?" This kick-off panel addresses:

- The benefits of shared experiences
- Offering advice through anecdotal story telling and relationship-building
- Discussing shared business experiences and challenges
- Extensive Q&A fueled by what attendees are experiencing today

Proposed Panelists:

- TBD
- TBD
- TBD

2. TALK: "Fear Factors"

Creating fear, uncertainty and doubt is great when you're the one trying to create it, but when you're on the receiving end, it can make for some challenging and fearful days. This talk will be about:

- Fear is natural, but can be crippling
- Learning how to reframe entrepreneurial fears into productive courage
- Managing the fear of what you know you need to be doing, but can't seem to get there
- Managing and overcoming self-doubt and uncertainty without a safety net
- Achieving "comfort" as you push through your comfort zone when things are constantly changing

Speaker TBD

3. PANEL: "Coulda, Woulda, Shoulda"

Failure is a bitter pill to swallow, and hindsight is way more than 20/20. It's priceless. Experience counts for everything, and this panel of entrepreneurs whose businesses didn't make it will bare all. This panel will address:

- Business failure can be devastating, but the best education around
- How to identify the red flags and quickly address them
- Moving past it to focus on the next thing

Panelists:

- TBD
- TBD
- TBD

4. PANEL: "On the DL: Distribution and Logistics"

The nemesis of food start-ups is distribution and logistics. Expanding beyond initial online sales strategies either from your own site and Amazon, getting visibility on retail shelves is frustrating and usually expensive. This panel of experts addresses:

- Is the distribution deck stacked against the little guy?
- Breaking through with local retailers
- Preparing your product for retail
- Bypassing tradition distribution systems with new platforms and technologies

Panelists:

- Cheryl Murphy Durzy, CEO, LibDib (confirmed)
- Anne Marie Luthro, CEO AML Insights, Retail Customer Experience Consultant (confirmed)
- TBD

Agenda: Day 2

For 13 years, Food Fête focused exclusively on helping food brands achieve earned media by showcasing their products to the press. While there's still value there, paid editorial/content creation is exploding as a key strategy for brand marketers and public relations professionals.

Day 2 of The Deep Breath Conference continues with our interactive approach, kicking off with a morning panel with Q&A, followed by an afternoon that food start-ups and agency representatives won't want to miss.

PANEL: "Earned, Owned and Paid"

This panel will be comprised of public relations, social media, and content creation experts armed with actionable information on best practices surrounding earned, owned and paid content. Tips on how smaller brands that rely on internal social media resources will find this particularly useful.

Proposed Panelists:

- Amy Sherman, Nationally recognized food blogger and content creator
- PR Expert TBD
- Social Media Expert TBD
- Food Journalist TBD

Consumer Insights Group: “So, What Do You Really Think?”

Attendees are invited to submit their (or their client’s) newest products on the shelf or those still in development for a blind taste test and evaluation by a small group of Bay Area consumer food enthusiasts and content creators.

These mini-focus group sessions enable food marketers to get immediate consumer feedback without the risk of revealing their identities, unless needing feedback on package or label design, etc., and are comfortable with testers knowing who you are.

Feedback participants will be required to sign non disclosure agreements as part of their involvement. In return, participants will receive one of the product give bags prepared for the content creator session in the afternoon.

Afternoon Session: “Meet the Content Creators”

The afternoon of Day 2 will focus exclusively on navigating the world of owned, earned and paid social content during a special networking event/cocktail party that brings together brands with paid editorial budgets with Bay Area food bloggers and content creators looking to build their sponsored content business.

It’s like a reverse Food Fête where the content creators are stationed at their tabletops, and attendees seek out and build relationships with those who might be a fit.

Keeping a piece of the Food Fête tradition alive, heavy hors d’oeuvres and beer, wine and cocktails will be served during this session.

Proposed Attendee Fee

The fee for both days of The Deep Breath Forum is \$995 per person, with early bird and group pricing available. Fees are not refundable, but are transferrable per our posted policy. (NOTE: We are considering a Day 2-only option at a lower fee to attract more agencies, but need to review further).

Additional Sponsorships and Opportunities

- Panel discussions and/or speaker presentations
- Catered meals, snacks and breaks for attendees
- Water and other non-alcoholic beverages for attendees
- Alcoholic beverages for end of Day 1 and Day 2 content creator event
- Gift bag of selected attendee product samples given to content creators on Day 2

Contact and Questions

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