

23.10.2024

Google HQ, Zürich

Food Tech Innovation Award 2024: winner announcement

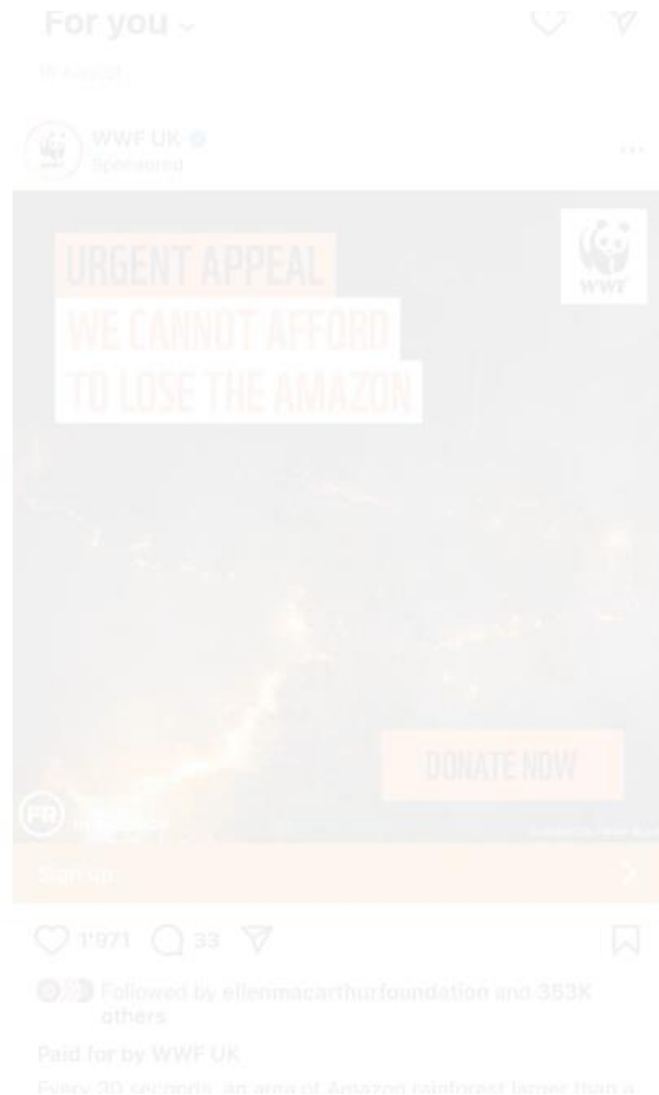
JELENA TAŠIĆ PIZZOLATO

Managing Director

Lifestyle Tech Competence Center – Part of Switzerland Innovation Park Ticino



A few years ago in digital advertising: banner, social, search...and loads of retargeting



Today, every company can be an ad network



What will **supermarkets** look like in 2030



Brand new flagship store
on Regent Street



pov: you pass by the coolest sunglass
store at the houston galleria

Retail media is the fastest growing channel in the advertising world

#2

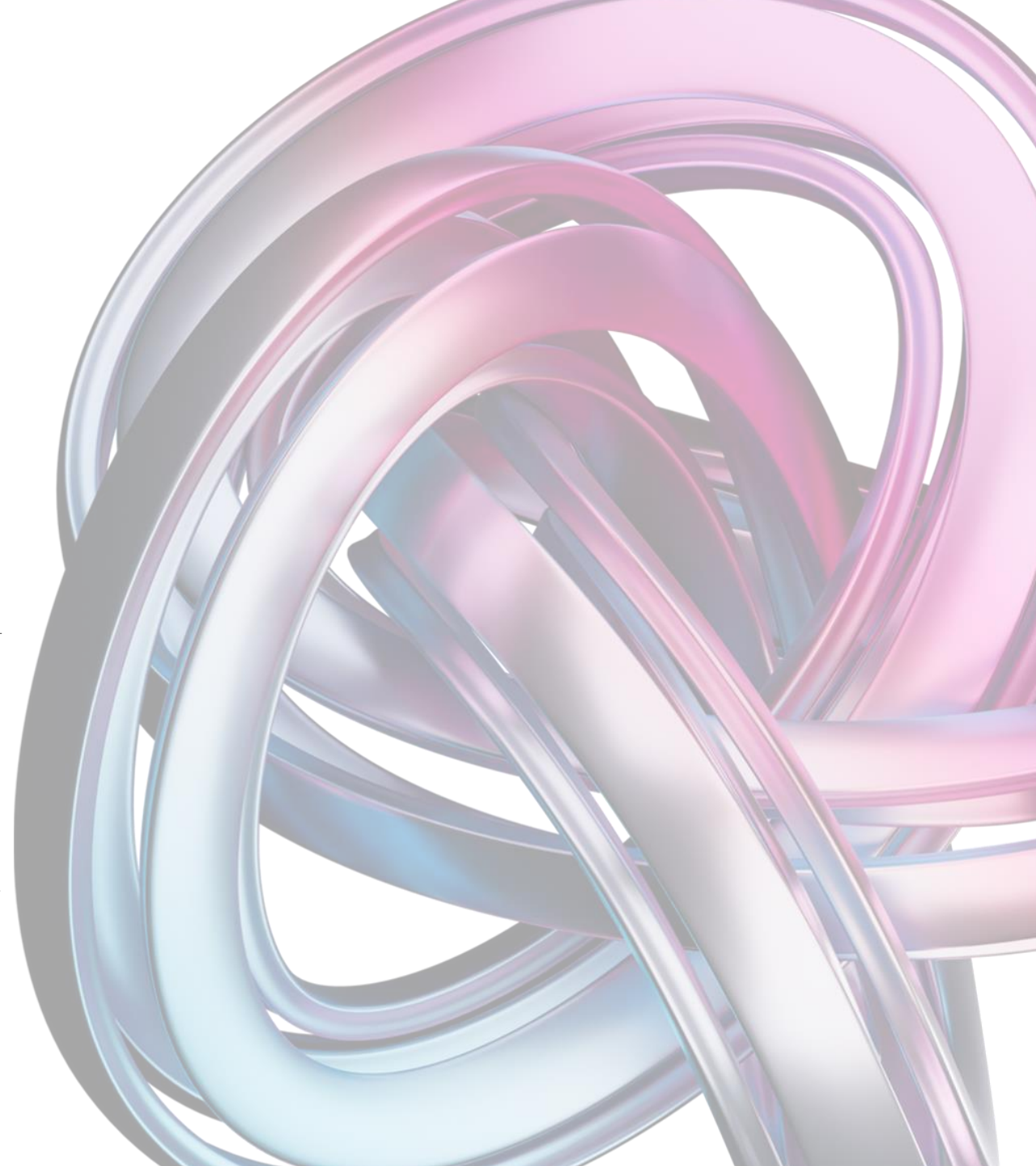
By 2027, it will nearly reach social media as ad spending channel. Bigger than connected TV, digital audio and traditional TV together

20%+

Fastest growing ad channel, expected to grow more than 20% a year through 2027

\$160 bn

Estimated size of the global retail media market by 2027, nearly doubling from \$88 billion in 2022



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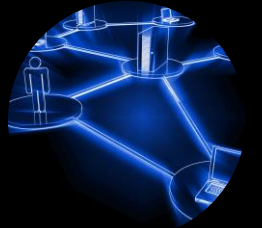
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3 INTEGRATION WITH PROGRAMMATIC



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4 GEN AI IN SHOPPING EXPERIENCE





FoodTech 2024 | Retail Media Edition

What is the FoodTech Innovation Award?

Launched in **collaboration** with **Barilla**, **Lavazza**, FoodTech is a **scaleup call** looking for **innovative solutions** in the **Food Retail industry**

The initiative **stimulates open innovation** and represents a great **collaboration** with **brands, retailers, investors and scaleups**



Barilla
The Italian Food Company. Since 1877.

LAVAZZA
GROUP

accenture

DAGORÀ
LifeStyle • Innovation • Hub

loomish.
— INVESTING IN INNOVATION

Scuola universitaria professionale
della Svizzera italiana
SUPSI

 **SWITZERLAND
INNOVATION**
PARK TICINO | SITE OF PARK ZÜRICH

LIFESTYLE TECH
COMPETENCE CENTER

 **UBS**

 **Università
della
Svizzera
italiana**

OUR JURY MEMBERS

Welcome to the FoodTech Innovation Award 2024



Andrea Bello
Innovation and Experience
Senior Manager at Lavazza
Group



Luca Ravazzoni
E-commerce Senior
Manager & NKA at Barilla
Group



Guy Keeling
VP, Global eCommerce at
Barilla Group



Karen Laesch
Region Marketing Director
DACH & Poland at Lavazza
Group



Massimo Baggi
Marketing Director at Selex



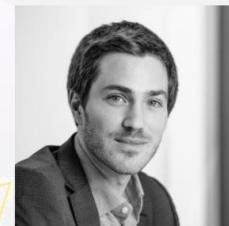
Gregor Peham
Country Manager Austria &
Switzerland at Lavazza
Group



Adriana Matiz Chicacausa
Experience Design Manager
at Lavazza Group



Michele Raballo
Managing Director, EU Lead
for Commerce at Accenture
Song



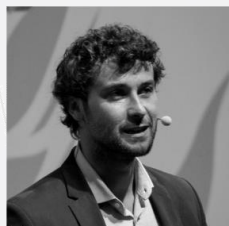
Alberto Dolcetta
Director Quick Commerce at
Glovo



Elena Bernini
Consumer insights,
Competitors & Market
Intelligence Manager at



Giacomo Galloni
Key Account E-Commerce
Brick & Mortar at Barilla
Group



Matteo Dolcini
Digital Marketing & Social
Media Professional Pavesi,
Grancereale e Wasa at
Barilla Group



Jelena Tasic
Managing Director at
Lifestyle Tech Competence
Center



Francesco De Maria
Digital Commerce Managing
Director at Accenture Song



Antonio Rossano
IT Partner to Function
Marketing & E-commerce at
Barilla Group



Dominik Bauer
Brand Manager Austria &
Switzerland at Lavazza
Group



Eleonora Reggiani
Digital & Social Manager
Pasta & Condiments at
Barilla Group



Gian Maria Gentile
Director at Easycoop.com



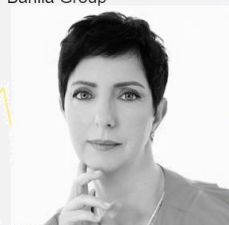
Filippo Bedini
eCommerce Account
Manager – Pure Player at
Barilla Group



Christine Hart
Advanced Analytics
Innovation and Business
Lead at Barilla Group



Emanuele Pizzatti
Advisor at MFO



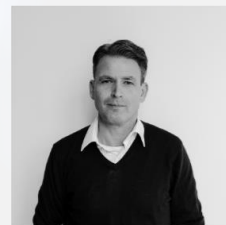
Jacqueline Ruedin Rüschi
Founding General Partner at
Privilege Ventures



Silvia Rebecchi
E-Commerce Professional at
Barilla Group



Raffaele Cormio
Responsible Selex Lab at
Selex Group



Anthony Stam
Partner at New Epoch
Capital



Luca Ambrosini
eCommerce Sales and
Partnerships Development
Manager at Carrefour



Giulia Greta Pochettino
E-Commerce Category
Manager at Carrefour



Francesca Bonini
Ecommerce Commercial
Manager at Carrefour



Gabriele Amadò
Head Corporate Clients
Sopraceneri at UBS



Barbara Conforti
Operational Manager at
Aliante Suisse

“Retail Media”, the category of the FoodTech Innovation Award 2024

What does it include?

Solutions that empower brands and retailers to **understand customer behaviour** and **improve** their **omnichannel experience** while offering solutions to **increase engagement**, and **efficient interaction across channels**:

- Retail Media
- In-store solutions for customer experience
- AI-driven tools for customer behaviour analysis
- Tools for omnichannel & retail media efficiency

The path to the FoodTech Innovation Award 2024

WHAT ALREADY DONE

TODAY

NEXT STEPS



ONBOARDING JURY MEMBERS

Jan - Apr

Definition of the jury (Barilla, Lavazza, retailers, universities, investors...)



BRIEFING WORKSHOP

May 8

Definition of **requirements** and **scouting area**



LAUNCHING SCOUTING

May 31

Website preparation and first **reach-out to scale-ups**



SCOUTING SOLUTIONS

Jun - Jul

Scouting of **solution** in line with scouting categories



SHORTLISTING & VOTING

Sep 9

Voting session with jury members to identify **finalists: from 70+ applications to 12 finalists**



FINALISTS ANNOUNCEMENT

Oct 3

The **12 finalists** **announced**



PITCH DAY & AWARD

Oct 22/23

Finalists pitch, jury votes and today we **announce the winner**



MENTORING & POC DISCUSSION

Nov - Dec

One-to-ones with solutions & **chance for pilot project**

Food-Tech Award The Finalists

RETAIL MEDIA EDITION – Zurich – Oct 2024



United States



United Kingdom



Ireland



Spain



United Kingdom



Italy



France



Spain



Switzerland



France



France



Spain

FoodTech 2024 | Winner announcement



ANTONIO ROSSANO

Barilla Acceleration Team Tech Partner



AND THE WINNER IS...



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LAVAZZA
GROUP

THE WINNER IS...

Graffiti

accenture

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Thank you!



JELENA TAŠIĆ PIZZOLATO
Innovation & Digital Strategy Executive

