



SPONSORS 2021



The City Food Lecture 2021

Dear Liveryman and BUF Member,

The City Food Lecture 2021 (CFL21) will take place on **Wednesday 10th** February commencing at 1700 and finishing at 1915. Due to ongoing coronavirus restrictions, the City Food Lecture 2021 will be presented as a **virtual event** but with a studio broadcast live from our Keynote Speaker and Panellists. It will be thought provoking, interactive, lively and certainly an event not to be missed. This prestigious event is an established feature of both the City of London and food industry calendar with the lecture organised and promoted by the seven-food related Livery Companies.

We are delighted to announce our 2021 Keynote Speaker as **Mel Smith, the CEO of Ocado Retail**, the world's largest dedicated online supermarket. Formed in February 2019, Ocado Retail is a 50-50 joint venture between M&S and Ocado Group. It is responsible for ocado.com, online pet store Fetch and Ocado Zoom, a one-hour grocery service. It has a quarter-of-a-million active customers and a 15% share of the UK online grocery market. Her lecture is titled '**The role of new**

technology in the future of UK food retailing' and is likely to include how the combination of artificial intelligence and new technology will improve the profitability of on-line food sales in the future. She will also explore and debate the implications of this for other sectors of the food retail market and for the skill requirements of young people looking for jobs in the food industry. We look forward to an extremely topical and lively address.

Following the lecture, there will be an interactive Question and Answer session with a panel of food industry specialists chaired by **Charlotte Smith**, Presenter of BBC's Farming Today. The three panellists are: **Charlie Bigham**, the well-known food entrepreneur specialising in providing his own branded high quality ready meals for major retailers, **James Walton**, Chief Economist of IGD, which provides insight training and research for the food and grocery industries, and **Laura Winningham**, Chief Executive of City Harvest, the London-based charity tackling food poverty.

This is an invitation only event and we ask that all our guests register. Can you please use the link below to reserve your place. This will also provide access to the Live Stream and Event Hub nearer to the date. It is hoped that you will want to book and invite several guests so the Bakers are represented in the audience.

Please register online by clicking on the button below and selecting the "Bakers Company and Guests" option. The pass code is CFL21



For more information about the City Food Lecture, please visit our website www.cityfoodlecture.com