

IFT EXPO Recap

July 2015

IOI Loders Croklaan

*Let's create
together*



IOI GROUP

Report Overview

- IFT (Institute for Food Technologists) EXPO is the largest annual tradeshow IOI Loders Croklaan North America attends as an exhibitor.
- As the Marketing Manager, it is my responsibility to create the strategy and manage the execution of the show.
- In 2015 we were faced with a unique opportunity to capitalize on the recent ban of Trans Fat / PHO (partially hydrogenated oils) by the FDA.
- This recap serves to highlight our strategy and tactics for the show as well as report results.

No PHO Café

Where Any Application is Possible



Independent Booth Evaluation



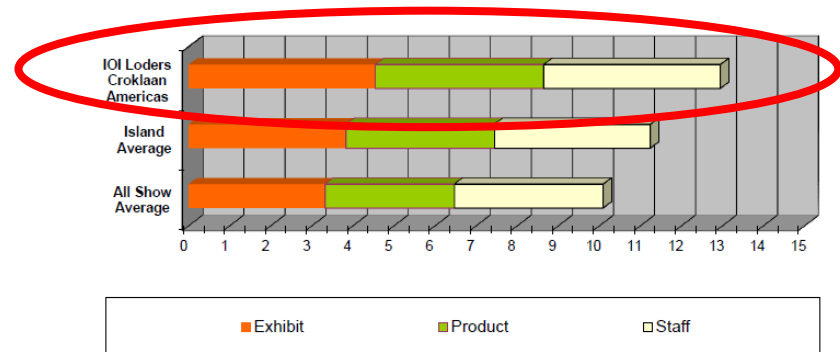
**35 Standout Exhibit Ideas Selected
by the E³ Exhibiting Effectiveness Evaluation Team**

*By Jefferson Davis, Competitive Edge & Judi Baker-Neufeld, Tradeshow Plus!
Contributions from Lisa Goodman E3 Evaluator*



1. IOI LODERS CROKLAAN AMERICAS: Unique Café style exhibit was easily distinguished from the many straightforward corporate booths. “No PHO” message was on point for the target audience. Company effectively communicated products features and benefits using the chalkboard in the background similar to a bakery display.

Note: The full evaluation report has also been submitted

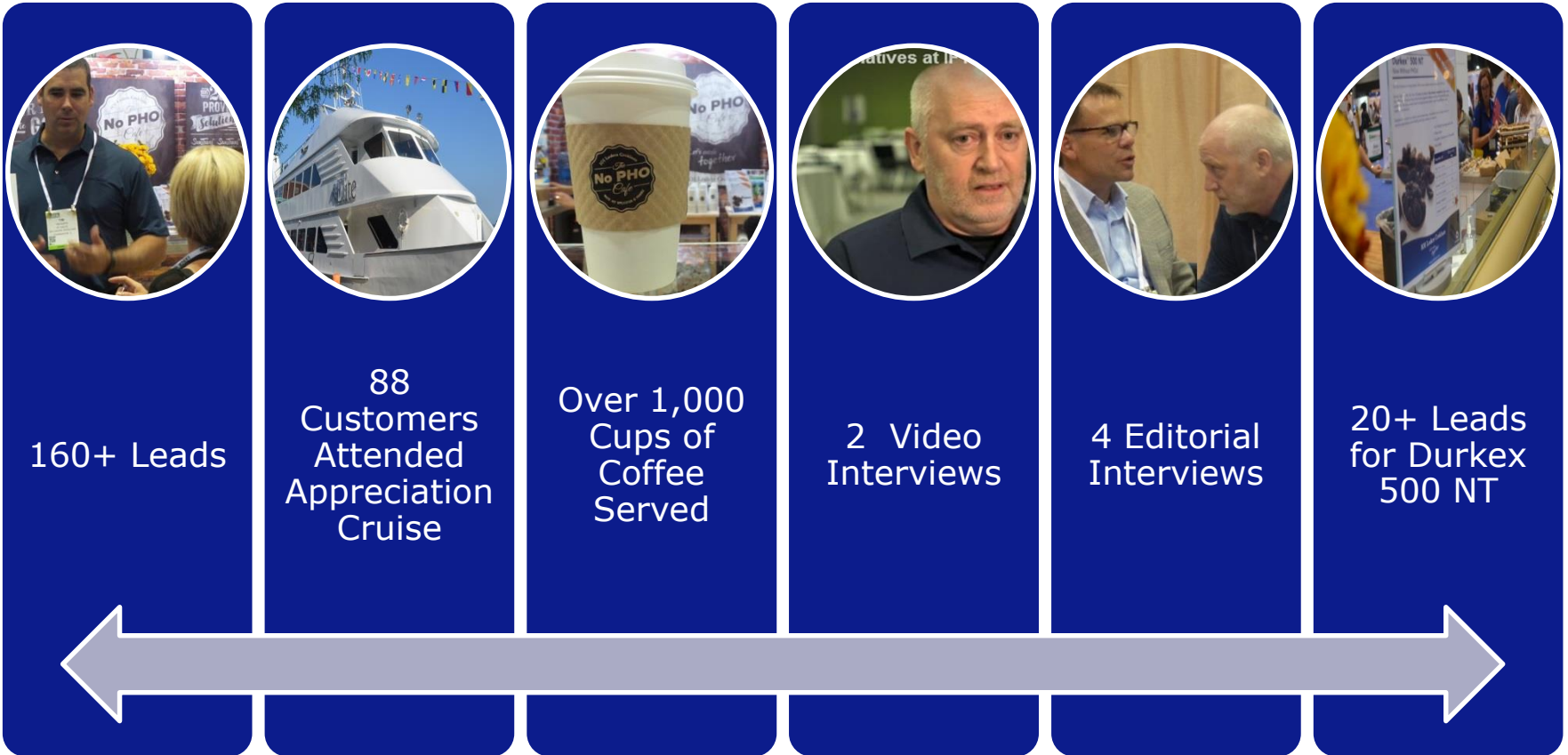


Our booth scored 12.95, well above the show average.

What the score means: 12-15 = Effective!

Excellent exhibit appearance, solid messaging, good presentations and staff support. Pay attention to areas scoring below 4.5. It is possible to improve effectiveness with more creative and interactive strategies. Consider utilizing different technologies to grab attention, engage attendees and provide the information they need.

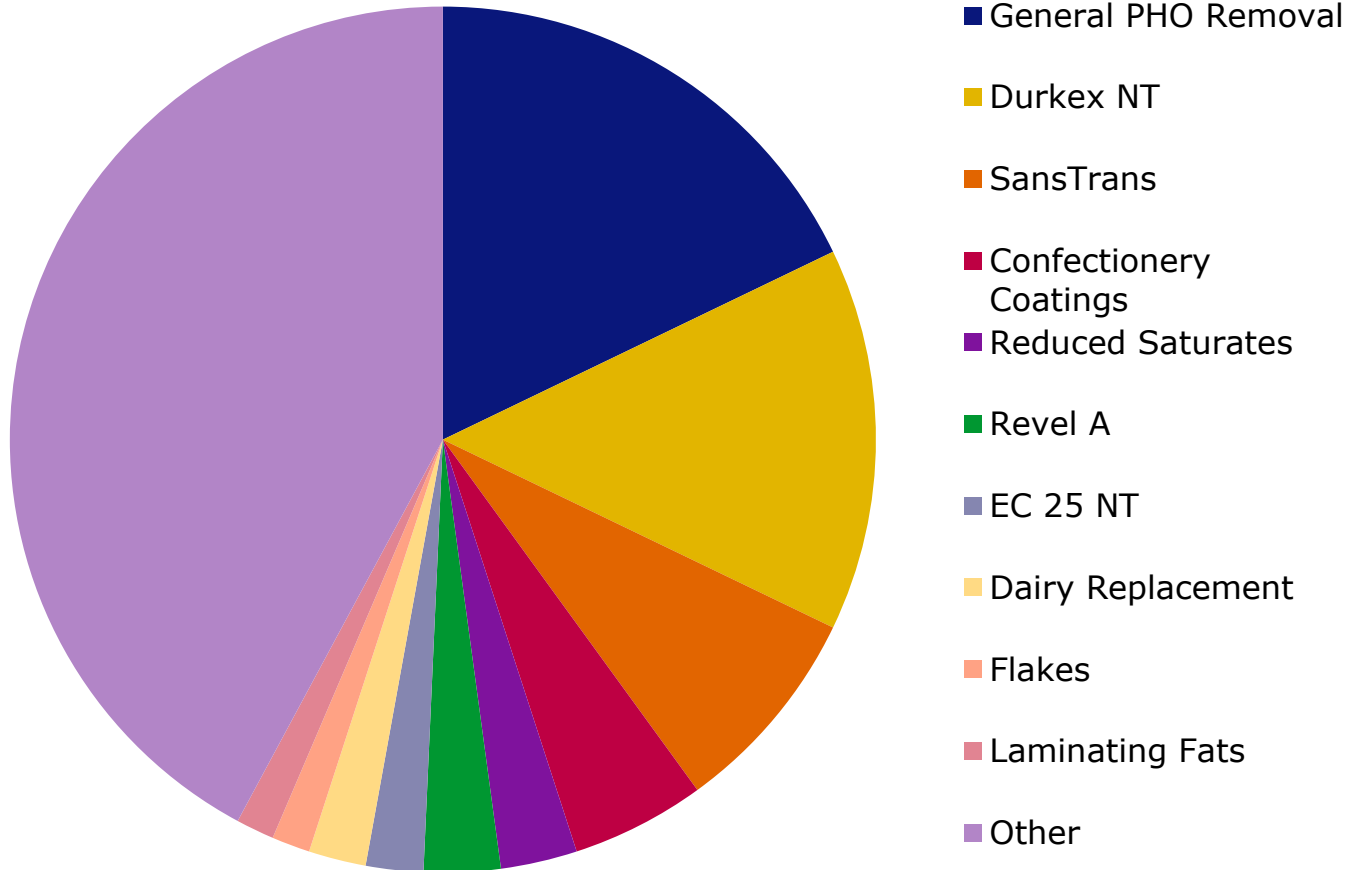
Event Statistics



Leads

Collected 165+ Business Leads:

- 45 from existing customers
- 120 from new potential customers



Booth Strategy

With the recent announcement from the FDA, the iron is hot, and our focus is PHO removal. The setting and messaging are intended to convey that IOI Loders Croklaan is the best company to partner with as we have been doing this for over 10 years. We are the PHO replacement experts. We will have a renewed focus on our trusted brands.

Any application is possible. This concept will be portrayed by showing a wide range of applications for which we have salutations. Palm oil, is the most versatile solution.



No PHO Café

Where Any Application is Possible



No PHO Café

Where Any Application is Possible



Booth Strategy



We Served:

- Over 1,000 Cups of Coffee
- 600 Cake Pops
- 400 Muffins
- 900 Donuts

Non-Dairy Creamer



Muffins



Donuts



Cake Pops

Booth Strategy



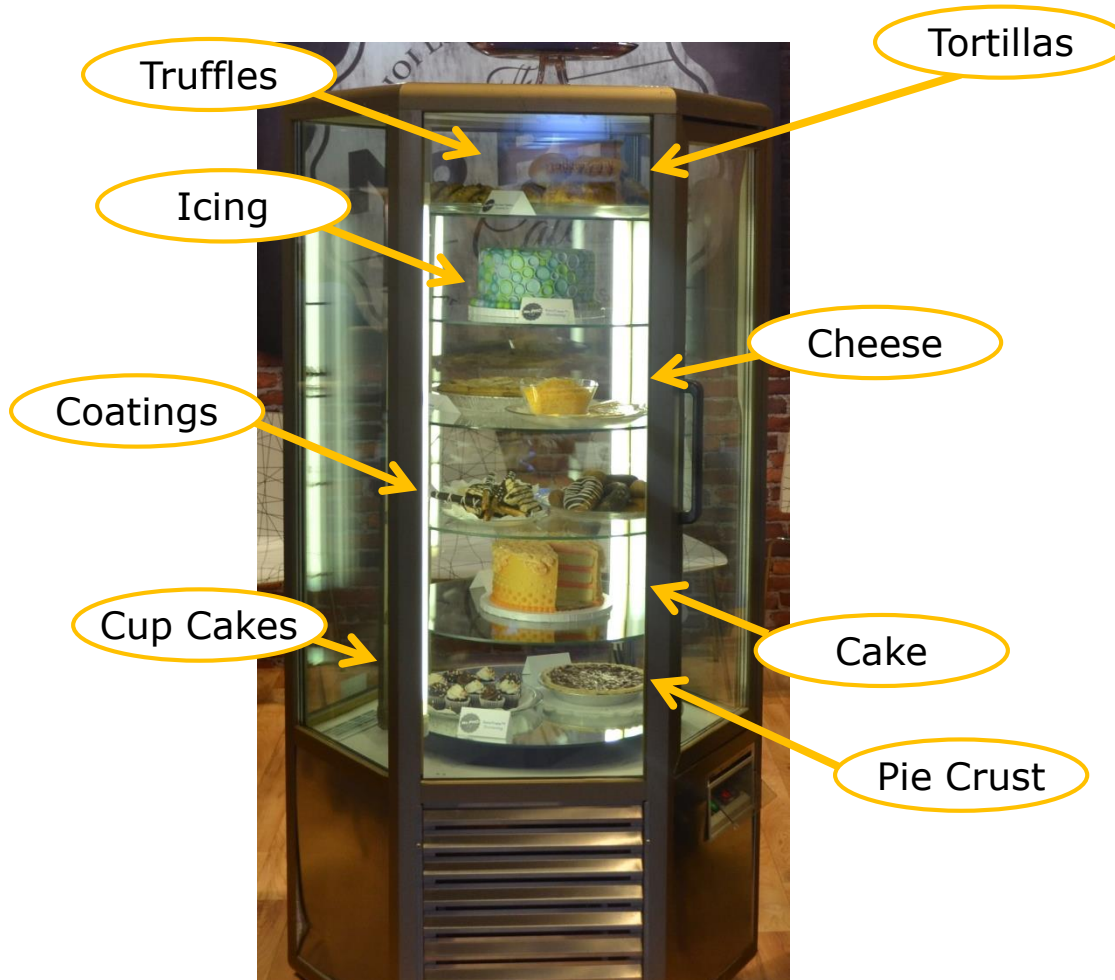
By serving coffee in branded cups, we assured attendees walked away with our message

Key customers were also given a branded thermos

Booth Strategy



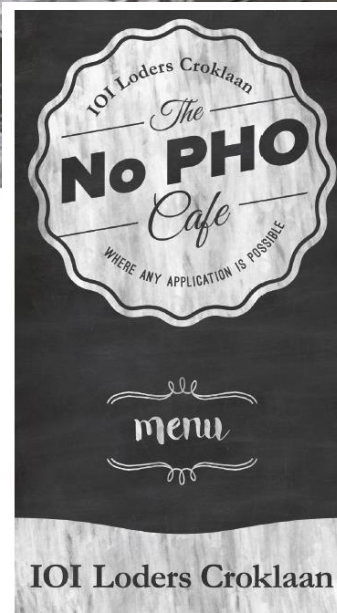
Booth Strategy



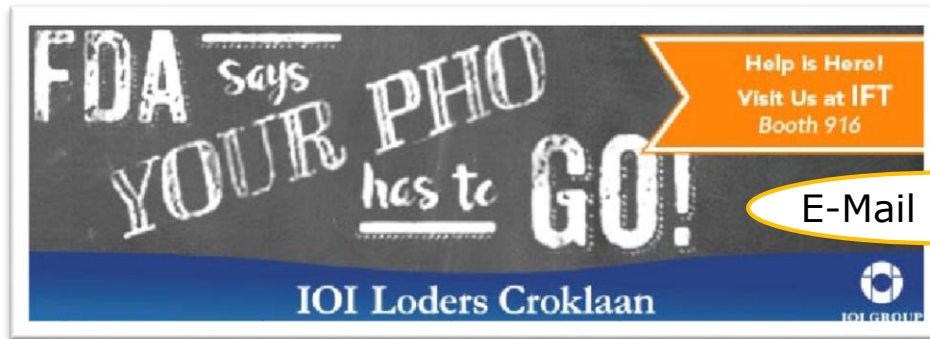
Collateral



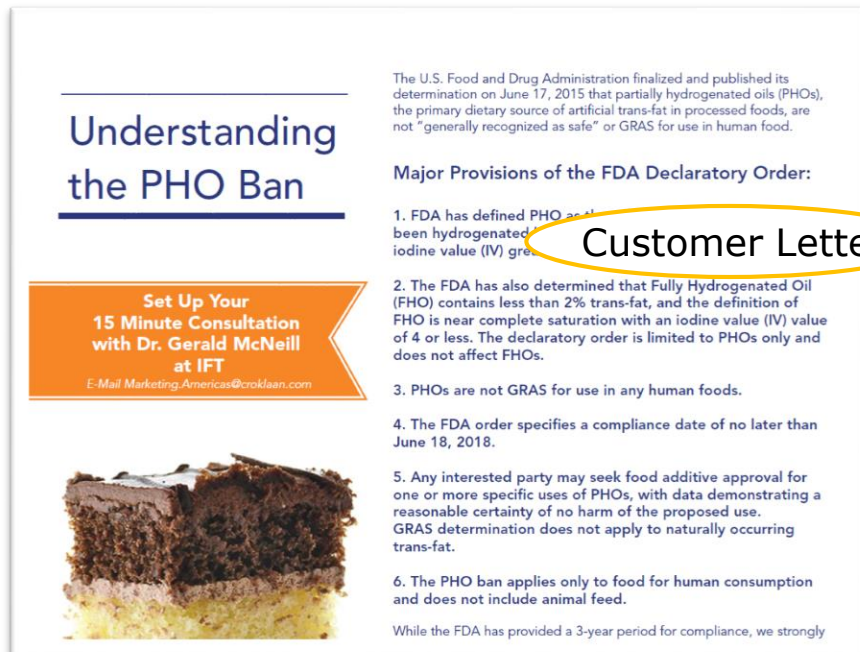
The Booth "Menu" served as the key take away piece of collateral with focus on IOI Lodgers Croklaan's proven brands



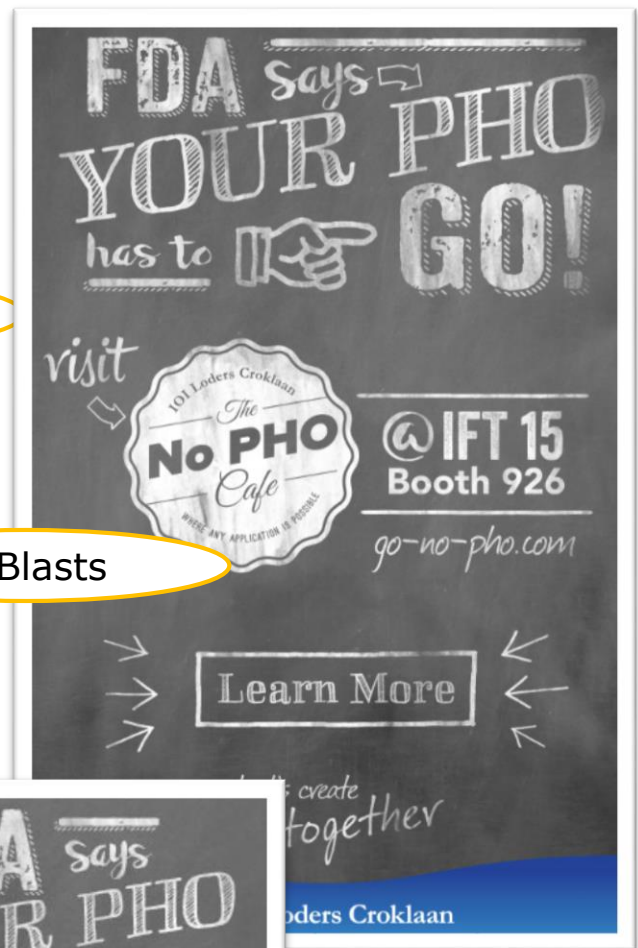
Pre-Show Communications



E-Mail Signature



Customer Letter



E-Blasts



Banner Ads

Show Communications

Escalator Graphics



Durkex™ 500 NT Product Launch

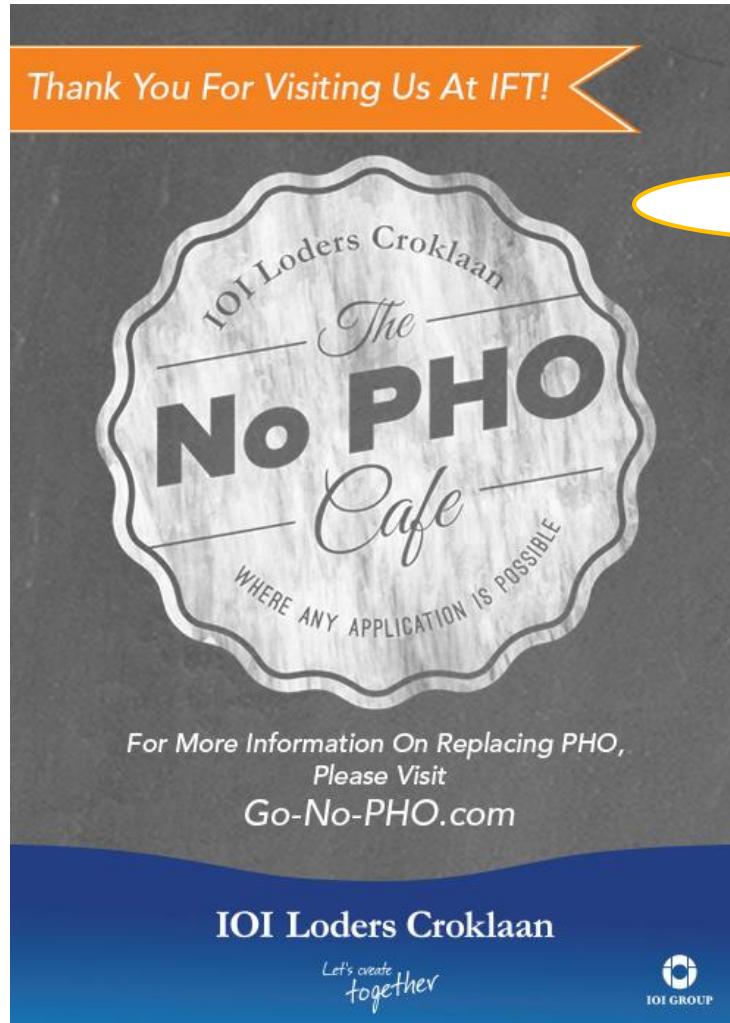


Many attendees were interested in our trans-free version of Durkex 500 with over 20 customers inquiring about more information and samples.

In addition, the product launch was a topic of conversation with editors who visited the booth.



Post-Show Communications



E-Mail

Interviews and Editorials



Awards & Competitions

Events

Health & Wellness

Product Development

Sessions

Home » Product Development » VIDEO: Trans-Fat-Free Alternatives to PHOs



VIDEO: Trans-Fat-Free Alternatives to PHOs

JULY 13, 2015

NO COMMENTS

Last month, the U.S. Food and Drug Administration revoked the GRAS status of partially hydrogenated oils and their artificial *trans* fats, and has given food manufacturers three years to eliminate the use of PHOs in their products. Several ingredient suppliers at the IFT15 food expo are offering *trans*-fat-free alternatives to PHOs. Bob Swientek, Editor-in-Chief of *Food Technology* magazine, talks to IOI Loders Croklaan Americas and Qualisoy about how they are helping product developers meet the challenge of removing partially hydrogenated oils while maintaining the functional requirements of taste, texture, and shelf life.



Interviews and Editorials



Event Review: IFT Food Expo 2015 (Chicago)

Our review offers a snapshot of several of the key innovations presented at the recent IFT Food Expo. Video interviews with leading exhibitors focus on the hot topics currently being addressed in the food industry.



Visit FoodIngredientsFirst to view the complete IFT Food Expo 2015 Review.

Visit FoodIngredientsFirst to view the complete IFT Food Expo 2015 Review.



SENSIENT: THE LAUNCH OF A NATURAL UMAMI FLAVOR

FULL VIDEO INTERVIEW >



LODERS CROKLAAN: THE BAN ON PHO'S

FULL VIDEO INTERVIEW >



TATE & LYLE: RISE OF ALLULOSE AS A NOVEL SWEETENER

FULL VIDEO INTERVIEW >



PROVA: OPPORTUNITIES IN THE VANILLA MARKET

FULL VIDEO INTERVIEW >



INGREDIENT: NEW CONCEPTS IN CLEAN LABEL

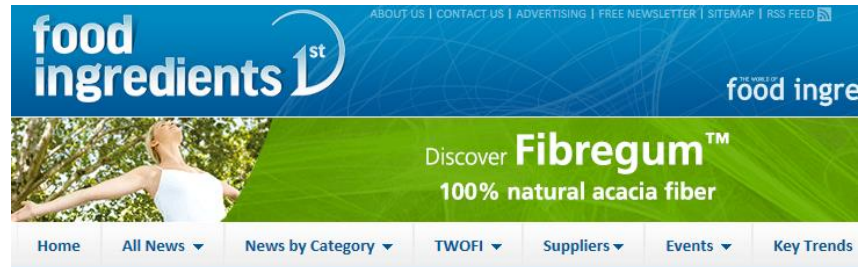
FULL VIDEO INTERVIEW >



HINOMAN: A NEW AND INNOVATIVE PROTEIN SOURCE

FULL VIDEO INTERVIEW >

<http://www.foodingredientsfirst.com/Video/The-US-Ban-on-Partially-Hydrogenated-Oils.html>



You are in : Videos

Share



INFORMATION

The US Ban on Partially Hydrogenated Oils

20 JULY 2015

In June, the FDA made its long anticipated announcement regarding PHO (partially hydrogenated oil) and its GRAS status. Since 2003, IOI Loders Croklaan has been focused on removing trans-fat and PHO from all applications. Gerald McNeill of Loders Croklaan explains the regulatory changes.

Interviews and Editorials

FOODBUSINESSNEWS®



Prepared
Foods



Customer Event

Hosted over 80 customers for an evening dinner cruise from Navy Pier



Customer Event

Hosted over 80 customers for an evening dinner cruise from Navy Pier



Key Leanings

Do More Of:

- Coffee Bar/Café theme was a huge draw and the creative and welcoming booth design helped us stand out
- PHO/FDA message was on target and attention getting
- Our purpose and VP was clear by looking at the booth
- Separate section for customer meetings
- Donuts & muffins were a huge hit
- Escalators tied nicely to booth
- Coffee maker giveaway was not needed because we were so busy
- Booth schedule worked out well, with everyone having one day off to walk the show
- Launching a product at IFT was a good draw
- Display case of multiple items drew positive attention
- Customer event was well received and appreciated

Improvements For Next Year:

- Booth needed more vertical height
- IOI Loders Croklaan logo needed more prominence
- Need two lead scanners
- Cake pop quality was inconsistent
- Look into speaking opportunities
- More storage

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