

SupplySide[®] **Fresh** **Food & Beverage**

- **34 education sessions**
- **30+ industry experts**
- **13 insight documents**
- **16 networking events**



Module 1: Welcome



Welcome session
Sonja Thompson
Community content manager
SupplySide

→ **SupplySide Fresh Food & Beverage overview - PDF**

Module 2: Industry resources



Trade shows and conferences: Differentiating their value propositions
Jon Benninger
VP and market leader
SupplySide

→ **Trade shows and conferences in the food and beverage industry: Directory - PDF**



Trade media: How to keep current in the industry
Sandy Almendarez
VP content
SupplySide

Trade associations and charitable organizations: What, why and how?



Jon Benninger
VP and market leader
SupplySide



Karin VanSlyke
Strategic partnerships manager
SupplySide

→ **Trade associations and charitable organizations in the food and beverage industry: Directory - PDF**

Module 2: Industry resources



Working with mentors and sponsors
Katrina Tolentino
Executive director
Naturally Network



Pet food formulation: Information for newcomers
Austin Therrell
Executive director
Association of American
Feed Control Officials
(AAFCO)



Where to find mentors and sponsors in the food and beverage industry – PDF



Colors and flavors in the food and beverage industry
Kristen Sparkman
Culinologist
CuliNEX



Continued learning for food science and innovation
Randy Kreienbrink, CFS
VP sales & marketing
Artemis International -
Berryceuticals

Food and beverage industry acronyms and initialisms – PDF

Certifications in the food and beverage industry – PDF

Module 3: Running a business



Supply chain processes and considerations
Brandon Hernandez
Senior partner
Whole Brain Consulting



Marketing: Tips and best practices
Todd Pauli
Managing director
24 Stories

Amazon and e-commerce in the natural products industry



Haley Palmer
Brand strategist
MarketPlace Branding



Nicole Hill
Executive director, strategy
MarketPlace Branding



SEO primer for business
Jane Phelps
CEO and founder
Know Agency



Insurance and risk management: Who, what, when and why
Chris Morey
Senior VP
IMA Financial Group, Inc.



Business management: Overview of functions and activities
Eric Schnell
Founder
BeyondBrands



Accelerator programs: How to boost your startup
Jon Benninger
VP and market leader
SupplySide

Module 3: Running a business

Important partnerships: Regulatory and contract manufacturers



Jon Benninger
VP and market leader
SupplySide



Sonja Thompson
Community content manager
SupplySide



The big debate: Co-man or no co-man
Scott Miller
Staff writer, Food & Beverage Journal
SupplySide



Self-manufacture or hire a contract manufacturer?
A quick pro/con comparison - PDF

Module 4: Due diligence



Identifying adulteration risks in the food and beverage industry
Angela Anandappa
CEO and president
Alliance for Advanced Sanitation



The role of food testing labs
Kantha Shelke, Ph.D., CFS
Sr. lecturer, Johns Hopkins University
Founder/principal, Corvus Blue



Identifying adulteration risks:
Checklist – PDF



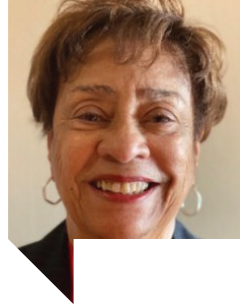
Foreign Supplier Verification Program (FSVP) - PDF
Larisa Pavlick
Regulatory manager
Informa Markets

Food lab directories: Innovation, research and testing – PDF
Market research sources for the food and beverage industry – PDF

Module 5: Legal and regulatory



FDA, USDA, FTC and other considerations
Justin Prochnow
Shareholder
Greenberg Traurig LLP



cGMP and HARPC
Joy A. Joeseeph
President
JOYS Quality
Management Systems



Ingredient safety: GRAS and other considerations
Ashish Talati
Founding member
Talati Law Firm



Food labeling and allowable claims
Ivan Wasserman
Managing partner
Amin Wasserman
Gurnani LLP



**Food Safety
Modernization
Act (FSMA): Overview -
Video**

Module 6: Looking ahead



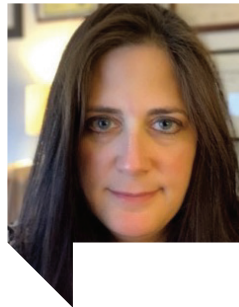
Trends in food and beverage
Julie Johnson
President
HealthFocus International



Sustainability in the food and beverage industry
Udi Lazemy
Principal
Lazimy Regenerative Impact Partners



Key political figures and thought-leaders in the food and beverage industry
Jaclyn Bowen, MPH, MS
Executive director
Clean Label Project



Technology in the food and beverage industry
Hillary Hughes
Attorney | partner
Foster Garvey



Key political figures and thought-leaders in the food and beverage industry - PDF



**Past, present and future:
Functional foods and beverages in the U.S. – video**

Module 7: Networking events (virtual)

Who's who? SupplySide Rockstars

Meet three different SupplySide Rockstars of the food and beverage industry.



[SupplySide Rockstars of the food and beverage industry - PDF](#)

Network with SupplySide Fresh peers

Meet other new professionals from the food and beverage and dietary supplement industries.

Meet the researcher

Meet professional researchers who are excited to share about current projects.

Module 7: Networking events (in person)

Network with SupplySide Fresh peers: IRL



 **SupplySide®**
Connect
New Jersey

April 8-9, 2025
Secaucus, NJ



 **SupplySide®**
Global

Oct. 27-30, 2025
Las Vegas, NV

Module 8: Reflection and recognition

- Feedback about the course
- Session and industry expert evaluation
- Certificate of completion