



2019 Expo Agenda

DATE: Monday, September 9, 2019

TIME: 5:00PM – 5:30PM

LOCATION: Rooms 2015 - 2018

2019 California Food Brand Pioneer

California food & beverage companies are disrupting the food industry and pioneering new paths for everything from sustainability to connecting with customers. Hear from one of the most disruptive CPG brands in the industry, and learn how food brands can differentiate themselves in today's marketplace, and how retailers are taking notice.

Featured Speaker



Martin Kruger,
COO, Follow Your Heart

Martin Kruger has been Chief Operating Officer of Follow Your Heart since 2011. Follow Your Heart is the manufacturer of Vegenaïse®, dairy-free cheeses, yogurt, salad dressings and VeganEgg™. Their products are 100% plant based, non-GMO Project Verified, and are manufactured in a solar-powered, zero-waste certified facility in Southern California. Follow Your Heart products can be found in over 22,000 stores throughout The

United States and are sold in more than 35 countries. Martin is a founding board member of the Plant Based Foods Association and currently serves on its board as Treasurer.

How to Register

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