

VIP INVITATION

Hybrid Frontrunners Forum 2026

Unlock the potential of balanced proteins and hybrid foods

Hybrid meat, cold cuts and dairy products made with plant-based ingredients are gaining strong consumer acceptance — while delivering measurable results for both climate and bottom line.

Modern plant ingredients offer a wide range of functions, e.g. extending shelf life, reducing drying times and acting as clean label binders.

But many Danish food companies are not ready to capture this opportunity. Because they don't know the ingredients and methods that can get them there.

At Hybrid Frontrunners Forum, you'll gain insight into:

- ✓ What drives consumers to choose balanced protein and hybrid products
- ✓ Key considerations in hybrid product development
- ✓ Relevant Danish suppliers and international know-how

Walk away with practical insights, proven methods and valuable supplier connections to kickstart your new hybrid food product.

Interested in joining?

To register the event, reach out to:

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Please note: The event is free of charge, but reserved for product developers, product managers and similar profiles within the food industry.

Agenda

- 08.15 **Arrival and light breakfast**
- 08.50 **Welcome and official opening**
Turbo Plant and DI Fødevarer
- 09.00 **Balanced protein in global markets**
Fleur Brink-Aalbers, NL
- 09.30 **Balanced protein in Dutch retail and foodservice**
Jeroen Willemsen, Foodvalley, NL
- 10.05 **Plant-based barometer:
Data & insights on the Danish market**
Camilla Birch, Turbo Plant
- 10.45 **Company cases**
Michael Fox, Fable Food Co, USA
- 11.30 **Debate:** How to accelerate the hybrid transformation?
- 12.00 **1 minute pitches & Mini Matchmaking**
- 13:00 **Lunch**

September 4th 2026

FOOD FESTIVAL

Marselisborg Havnevej
8000 Aarhus C
Denmark

Featuring a
unique lineup of
international
speakers



Hosted by

Turbo Plant

DI Fødevarer

Supported by

**DANISH INDUSTRY
FOUNDATION**