



Keynote at the 14<sup>th</sup> Global Brand Conference 2019

## HERMANN'S: Reinventing the Food System

**Verena Bahlsen**

*(Founding Partner, HERMANN'S)*



Verena is an innovation consultant, brand strategist, and food industry expert. She is the fourth generation of German biscuit manufacturer Bahlsen, and the founder of HERMANN'S. After studying Media and Management at New York University and King's College in London, Verena returned to work at Bahlsen at age 21. While working, she discovered innovations were occurring outside of the food industry: a movement of people and companies developing healthier and more planet-friendly food products. Inspired by the new field, Verena built HERMANN'S to actively screen this new food movement,

bridge the gap between innovators and industry, and strategize with companies for a sustainable future.

### **About HERMANN'S:**

Verena's brand is named after Hermann Bahlsen, traveler and visionary. He found new ideas and potentials across the world, and had the ingenuity to build a company out of them. HERMANN'S is an all-day restaurant, event location, test kitchen, and film studio in one but also an ecosystem to reinvent the food system. There are those who invent food, those who produce it, those who sell it, and those who buy it. Unfortunately, to this day they haven't found ways to work together. And yet, that is what it will take to create what we all want: Healthy and sustainable products to feed us and future generations. HERMANN'S is here to unite these groups. Verena is very interested to start a conversation what her vision and mission means for branding. More information:

<http://www.hermanns.com>