

VLAG course
Healthy Food Design: the nutritional needs and the product solutions
 28 – 30 September 2026, Wageningen, the Netherlands

PRELIMINARY PROGRAMME

Day 1 – Monday 28 September Room xxx – xxx Building		
08,30 – 09.00	registration	
09.00 - 09.30	Welcome and introduction to the course	
09.30 - 10.30	Lecture: The nutritional / public health needs	Nicoletta Pellegrini
10.30 - 11.00	<i>Coffee/ tea break</i>	
11.00 - 12.30	Lecture: The food design framework to answer the needs	Vincenzo Fogliano
12.30 - 13.50	<i>Lunch (first a group picture)</i>	
14.00 - 15.00	The start up foundation: 'From the idea to the Serie A'	Alice De Porcellinis
15.00 - 15.30	Introduction group assignment 'My start up to solve the needs'	Vincenzo Fogliano
15.30 – 17.30	1 st session group work assignment	

Day 2 - Tuesday 29 September Room xxx – xxx Building		
08.30 – 11.00	Success Start up Stories: <ul style="list-style-type: none"> • Ful Foods • Time Travelling Milkman • Revyve • Foreverland • No Palm Ingredient 	Cristina Prat Taranilla Dimitris Karefyllakis Corjan van den Berg Riccardo Bottioli Coen D'Ancona
11.00 - 11.30	<i>Coffee/ tea break</i>	
11.30 - 12.30	2 nd session group work assignment: Coaching by Champions. Each work group will be coached by one of the start up representative to help developing their project idea	
12.30 - 14.30	<i>Lunch</i>	
08.30 – 11.00	Success Start up Stories: <ul style="list-style-type: none"> • Hero • Ferrero • Kalsec • Barilla • Nestlé 	Luisma Sanchez Ilario Mennella Maria Tzoumaki Michela Petronio Muriel Henrion
16.30 – 17.00	General discussion	
18.00	<i>Group dinner at Restaurant: tba</i>	

Day 3 - Wednesday 30 September Room xxx – xxx Building		
09.00 - 10.30	3 rd session group work: idea development and Pitch preparation	
10.30 - 11.00	<i>Coffee/ tea break</i>	
11.00 - 12.00	The WUR start up environment	WUR StartHub
12.00 - 13.00	Group work presentations (and jury decisions)	
13.15	<i>Closing, farewell - Lunch</i>	