

Hispack 2015

Barcelona 21 - 24 ABRIL
RECINTO GRAN VIA

Trendpack
A R E A



**reimagine
food**

DESCUBRA TODA
LA INNOVACIÓN EN
PACKAGING

**Cómo Internet of Food & las Startups
están revolucionando qué y cómo
comemos**

Marius Robles, CEO & CoFounder Reimagine Food



Fira Barcelona

Somos un Centro Disruptivo que conectamos las tecnologías emergentes, centros de investigación, la innovación, foodstartups, foodpreneurs y las empresas de alimentación con las ideas y conceptos rompedores que prevalecerán en los próximos años

The Foodpreneurs Company
Connecting entrepreneurs, technology,
companies and investors with big ideas on f



STARTUPS

After a selection process, and with our support, we help start-ups grow



INVESTORS

With our Investors' Club, we connect companies and individuals with financial means with our new business opportunities and start-ups



FOODPRENEURS

We help entrepreneurs with high potential to develop their own ideas and those of Reimagine Food



FOOD&BEVERAGE COMPANIES

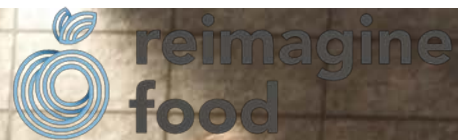
We bring together our leading start-ups and disruptive concepts and the innovation needs of food and beverage companies



CHEFS

We want your challenges and future innovations to become a reality in our ecosystem

¡Creemos en las ideas locas!





¡Creemos en las ideas locas!





reimagine
food

NEW TECHNOLOGY



CLOUD
TECHNOLOGY



GEOLOCATION



AUGMENTED
REALITY



MOBILE



INTERNET

EMERGING TECHNOLOGY



WEARABLE
DEVICES



SPEECH
TECHNOLOGIES



BIG DATA



PREDICTIVE
INTELLIGENCE



GESTURE BASED
INTERFACE



IBEACONS

DISRUPTIVE TECHNOLOGY



DEEP
LEARNING



INTERNET
OF THINGS



DRONES



ROBOTICS



ARTIFICIAL
INTELLIGENCE



3D PRINTING



FOOD MARKET /
CONSUMER IMPACT



REIMAGINE X



El Restaurante, Supermercado y Cocina del Futuro



REIMAGINE X





REIMAGINE X





mFOOD

How mobile technology is
revolutionizing what
and how we eat





Partner Estratégico:

Deloitte.

Otros Partners:



ESADECREAPOLIS



CUATRECASAS.
GONÇALVES PEREIRA



OgilvyOne
worldwide

THE NEXT reimagined food BIG THING



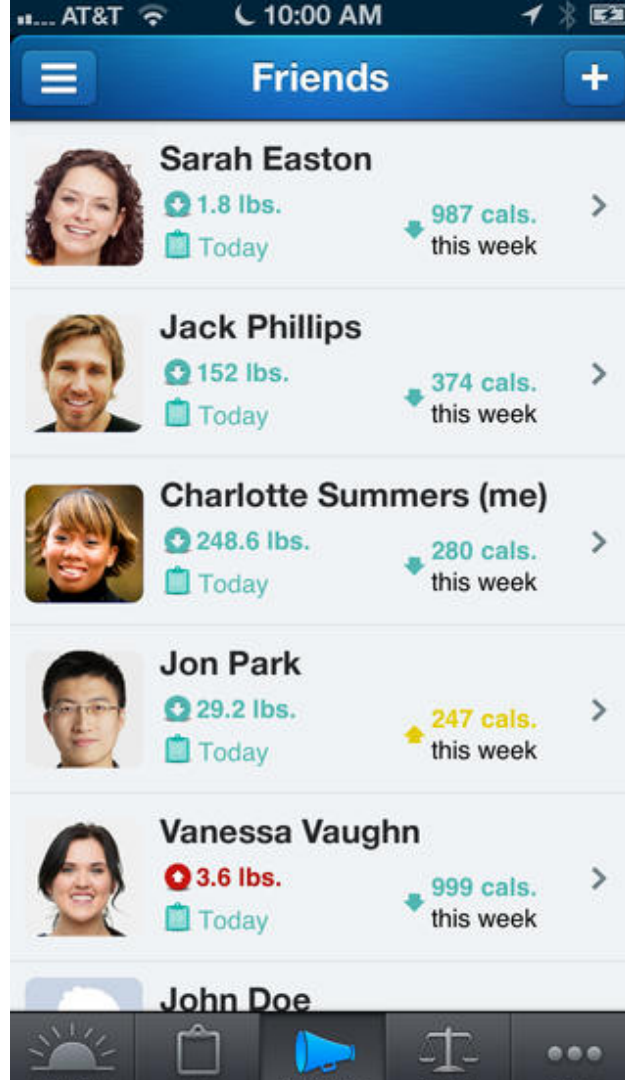
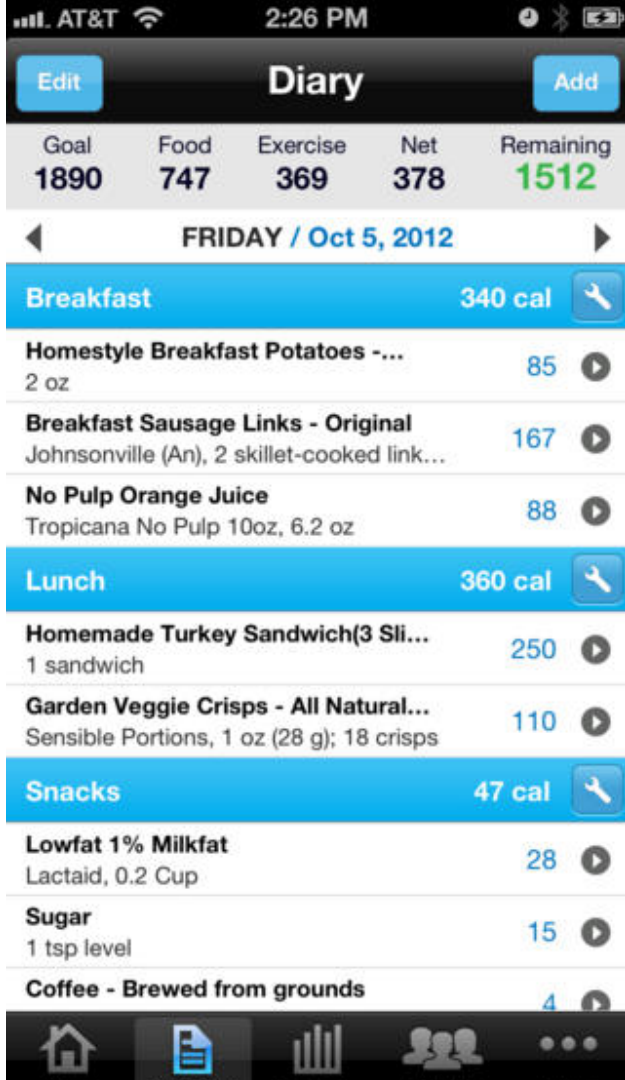
S&CHIPS



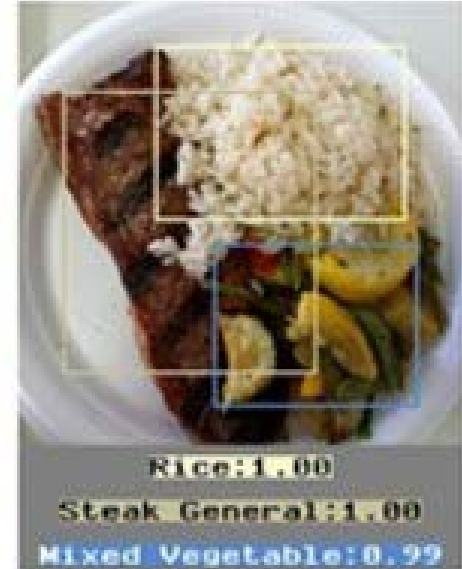
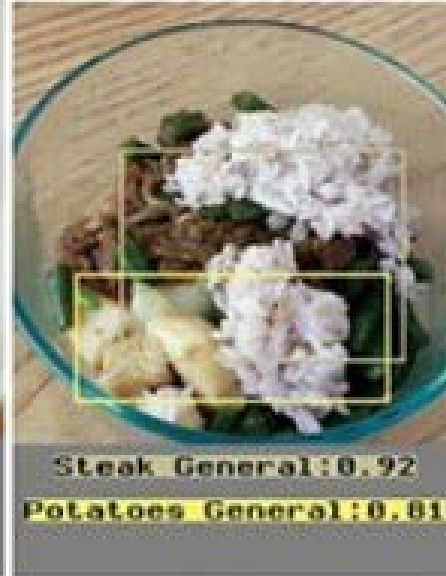
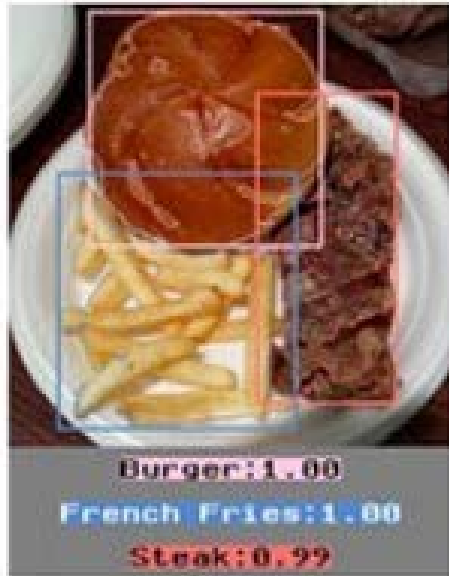
**EL PRESENTE: ALGO
ESTÁ CAMBIANDO**

A person is holding a black tote bag with the word "UBER" printed in white capital letters. The bag is positioned next to the side of a silver car, which is partially visible in the frame. The background is blurred, showing an outdoor setting with trees and a building.

UBER TESTS MEAL
DELIVERY WITH NEW
'UBERFRESH' SERVICE



The CERESs App Lets Users Count Their Calories by Sending in Photos



All this devices and Apps, detects the molecular 'signature' of your food and then sends the details to your smartphone through its Bluetooth connection





**Apple Pay Is
Coming To
Nearly
200,000
Vending
Machines**





Watch a Future Japanese Cafe Function Without Waiters

reimagine
food

WELCOME TO REIMAGINE
HERE IS OUR RECOMMEND MENU!



CAFE LATTE
HOT OR ICE



ICED COFFEE

ORIGINAL BENEDICT

ORGANIC EGG, BACON,
HOMEMADE ENGLISH MUFFIN,
HOLLANDAISE



BREAK CAFE
PAN CAKE

FRESH PEANUT BUTTER,
WHIPPED BUTTER, ...





2000 calories of Soylent in an opaque pitcher so you can't see the blech color. **Soylent**

El emprendedor [Rob Rhinehart](#) está tratando de probar a través de **Soylent** que los seres humanos no necesitan comida tradicional - esa textura rica y sabrosa en forma sólida materia que fue o es un organismo vivo - para sobrevivir.





**“The future is
here...”**



**Liquor
Brands Want to
Hypnotize You
with Virtual
Reality Bar
Entertainment**



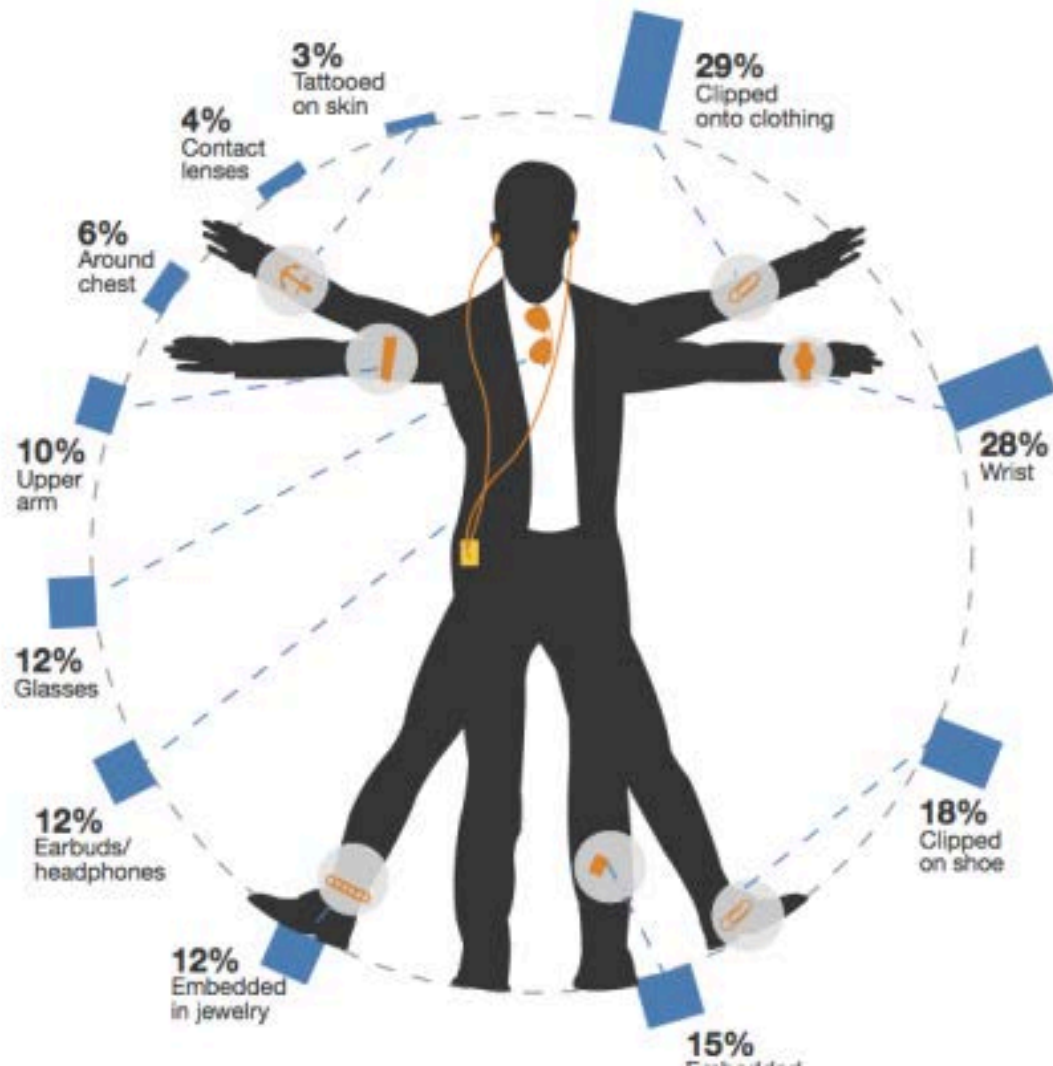


A close-up photograph of a person's neck and upper chest. They are wearing a dark purple, textured sweater. A gold-colored chain necklace is draped around their neck. Attached to the chain is a rectangular, gold-colored smartwatch with a black, textured face. The background is blurred, showing more of the person's clothing and skin.

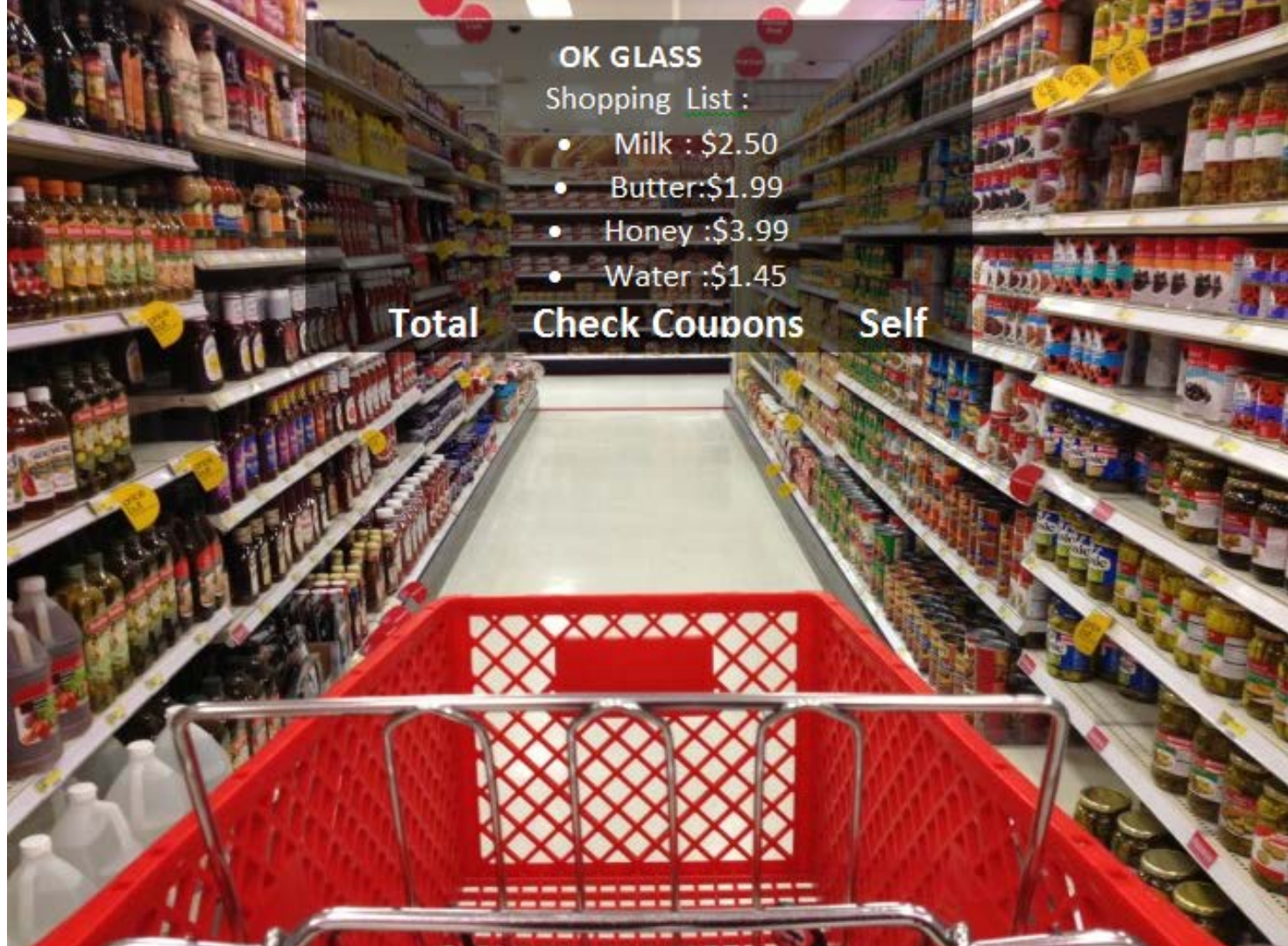
WEARABLE DEVICES

Cuff: tracked activity

“Wearable technology market to exceed
\$6B by 2016”







OK GLASS

Shopping List :

- Milk : \$2.50
- Butter:\$1.99
- Honey :\$3.99
- Water :\$1.45

Total

Check Coupons

Self

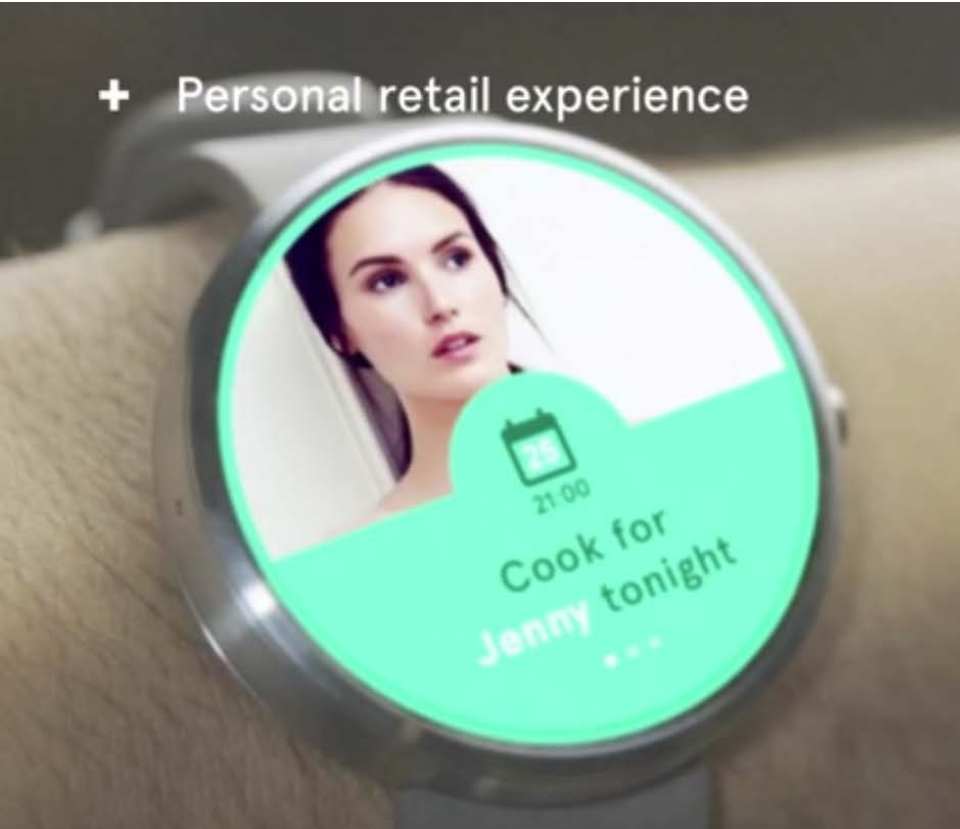




Hi Adam,
Welcome to
Whole Foods

Syncing

+ Personal retail experience



A circular inset is positioned on the right side of the image, partially overlapping the produce bins. It shows a close-up of a person's face, with only the eyes, nose, and mouth visible. The person appears to be looking at something off-camera.

Recommended
for you:

+ Contextual information



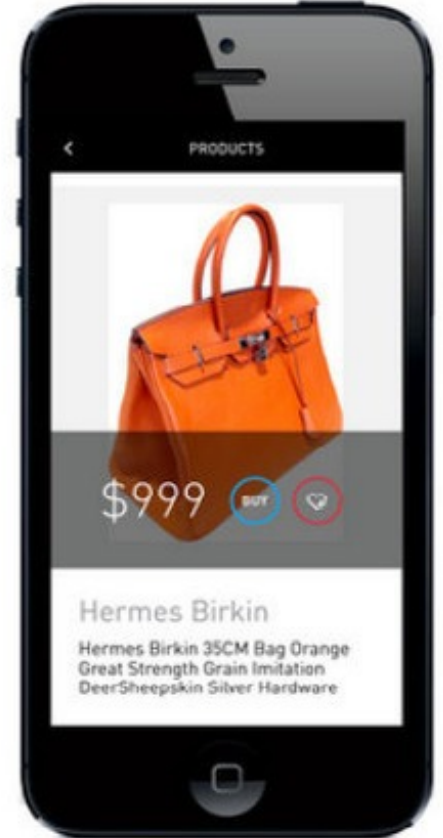
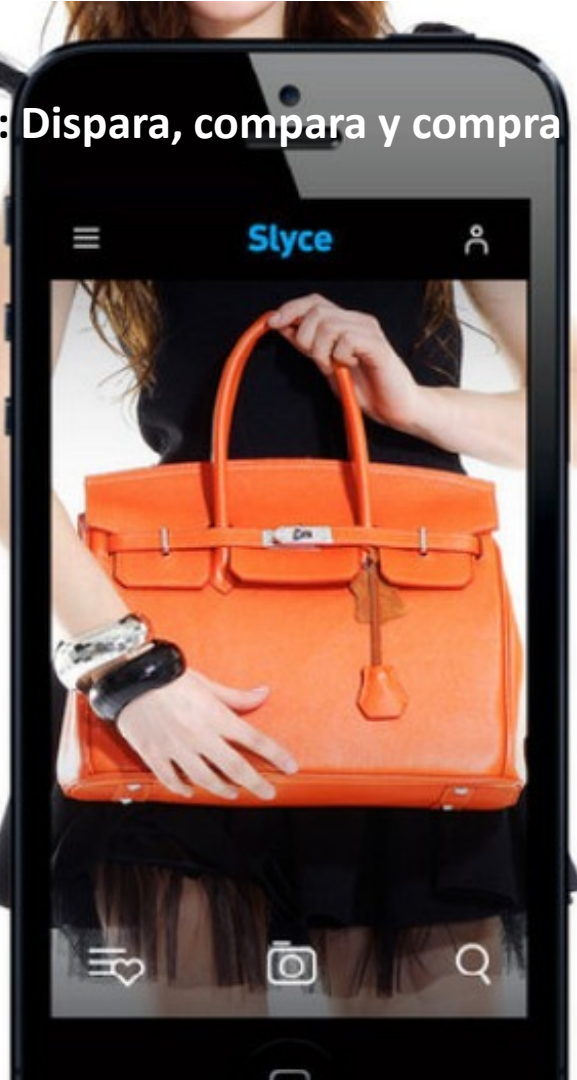




RECONOCIMIENTO....O LO QUE ES
LO MISMO: DEEP LEARNING



Here&Now: Dispara, compara y compra



STARTUPS THAT WILL CHANGE THE WAY YOU EAT

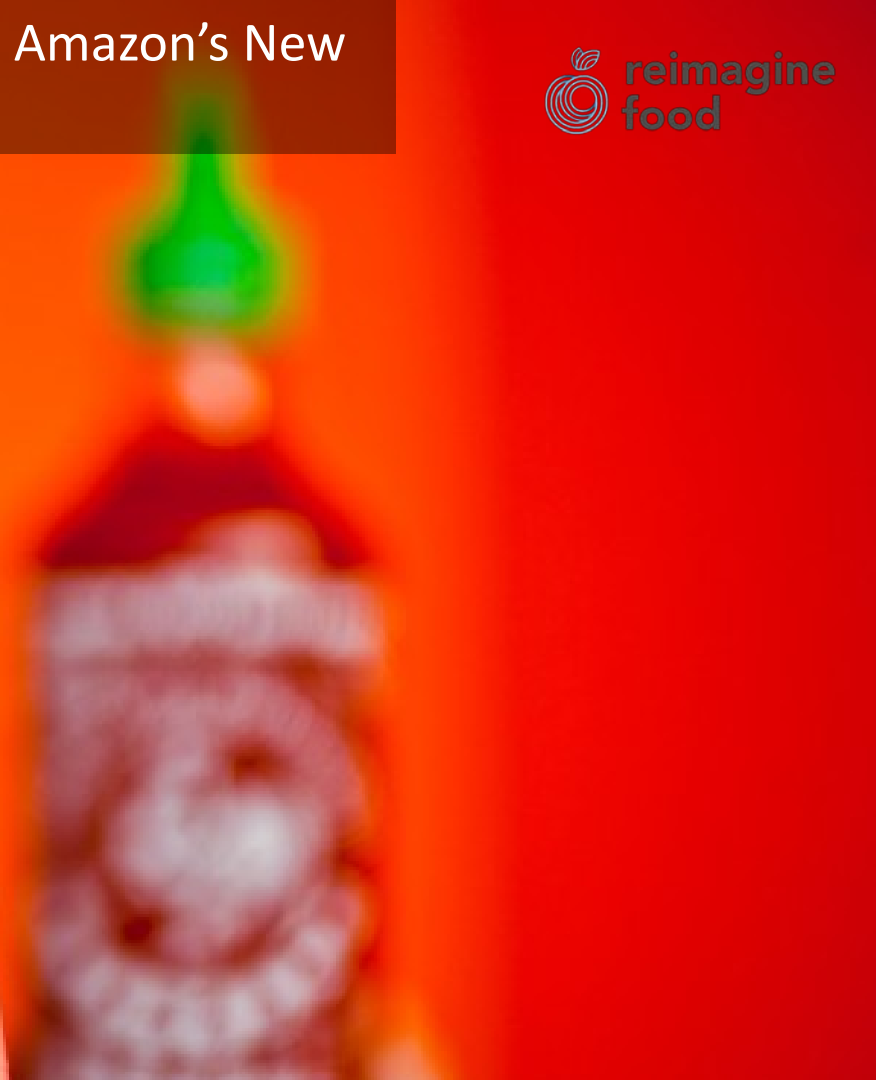


Visual Shazam

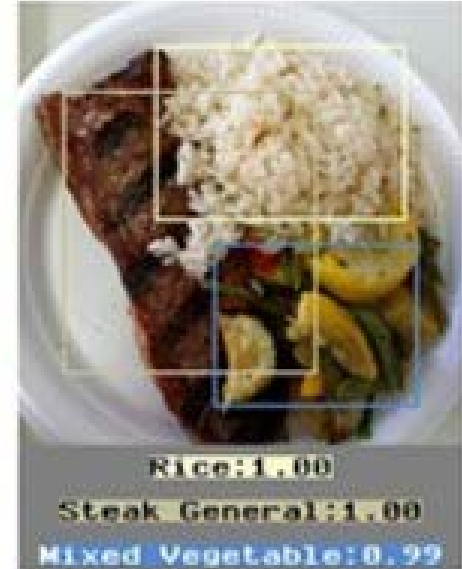
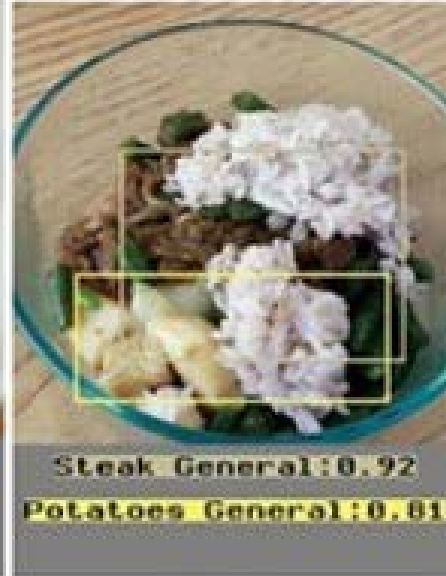
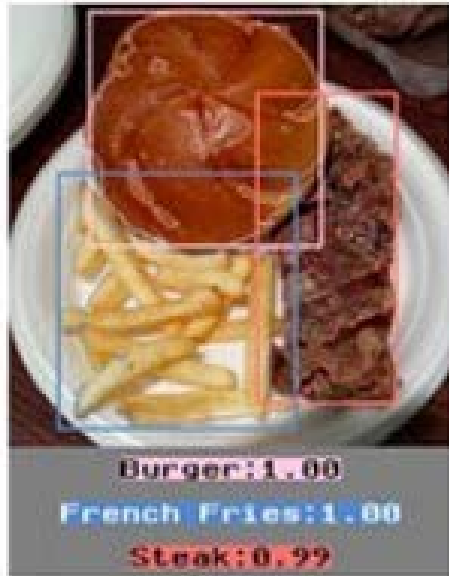
In 2015, Shazam users will be able to hold their mobile devices over visual items, like packaging, movie posters, and magazines to experience more.



Point Your iPhone at Something You Like, and Amazon's New App Buys It



The CERESs App Lets Users Count Their Calories by Sending in Photos



All this devices and Apps, detects the molecular 'signature' of your food and then sends the details to your smartphone through its Bluetooth connection







INTERNET DE LAS COSAS





“Todo – desde nuestros coches, termostato, expediente medico y electrodomésticos – estarán conectados a Internet.”



The image shows a hand pressing a button on a car's infotainment system. The screen displays a Pizza Hut order confirmation interface. At the top, it says 'Pizza Hut (CORNER OF MISSION & 10TH)' and 'CONFIRM YOUR ORDER'. Below this is a list of items: 'Large Pizza with 3 Toppings and 8 Bone-Out Wings' for 15.99, '1x16 Piece - Burnin' Hot Buffalo Wings' for 12.25, and '1x Mountain Dew 2 Liter' for 3.00. The total is \$31.24. A Visa Platinum Card is shown as the payment method, ending in x1234. A red 'PLACE ORDER' button is at the bottom. The screen is framed by silver air vents on either side. Below the screen are physical buttons for 'TUNER', 'MEDIA', 'PHONE', 'NAV', and 'MAP', along with two circular knobs and an 'OPTION' button. A hand is visible at the bottom, pressing one of the knobs.

Item	Price
Large Pizza with 3 Toppings and 8 Bone-Out Wings	15.99
1x16 Piece - Burnin' Hot Buffalo Wings	12.25
1x Mountain Dew 2 Liter	3.00
TOTAL	\$31.24

powered by **VISA** Checkout



DE 'FACILÍTAME LA VIDA' A 'ANTICIPATE A MI
VIDA': INTELIGENCIA PREDICTIVA



**#Inteligencia
Predictiva =
marketing
personalizado**







Chili cheese fries ✓

Bratwurst ✓

Microbrews ✓

Chilean sea bass ✓

Bistros ✓

Micro greens ✓

Starbucks is getting ready to let you order coffee before you get to the store











WE LOVE ROBOTS









reimagine
food







Exploring how innovation, design, technology, information and data can change the food system status quo.

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food

reimagine
food

The Foodpreneurs Company

Connecting entrepreneurs, investors
and brands with big ideas on food



www.reimagine-food.com

¡MUCHAS GRACIAS!

mrobles@reimagine-Food.com