

# Editorial Webinar SPONSORSHIP SPECIFICATIONS

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## Submission deadline

6 weeks before webinar broadcast day

**Nutra Ingredients USA** **Opportunities With Delivery Formats** EDITORIAL WEBINAR • APRIL 27

**OPPORTUNITIES WITH DELIVERY FORMATS BY NUTRAINGREDIENTS-USA**

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START DATE: THURSDAY, APRIL 27, 2023  
START TIME: 11:00 AM CDT (CHICAGO)  
DURATION: 60 MINUTES

**ABSTRACT:**  
Despite a lot of talk about pill fatigue, the dietary supplements market continues to be dominated by capsules, tablets, and softgels. But consumers are definitely looking for convenient and experiential formats with gummies leading the pack in terms of growth, while other formats such as stick packs and powders are also gaining traction. Novel delivery formats offer brands a means to differentiate formulations in a crowded market and connect with new consumers, but which formats are consumers seeking out, what are some of the formulation challenges with such novel formats, and how are the lines blurring between food, beverages and supplements

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**SPEAKERS**

**Stephen Daniels, PhD**  
Editor-in-Chief  
Nutraingredients-USA  
As Editor-in-Chief of William Reed in North America, Stephen oversees its market leading brands including Nutraingredients-USA.com and FoodNavigator-USA.com. His journalism has been recognized by the American Herbal

**Jennifer Adams**  
Partner  
Amen Talal Wasserman, LLP  
With a food science background and a love for nutrition and wellness, Jennifer provides a unique perspective to her clients in the food, beverage, supplement, cosmetic, drug, and animal product industries. By understanding a

**Gene Bruno, MS, MHS, RH(AHG)**  
Vice President of Scientific & Regulatory Affairs  
Purdue Consolidated Corporation  
Gene Bruno is the Vice President and Professor of Nutritional Science for Huntington University of Health Sciences, as well as the Vice President of Scientific and Regulatory Affairs for Nutracare Labs. With graduate

**Scott Dicker**  
Market Insights Director  
SPINS  
Scott Dicker is a Market Insights Director for SPINS, a leading wellness-focused data company and advocate for the Natural Products industry. With a background in nutrition, he believes in the importance of

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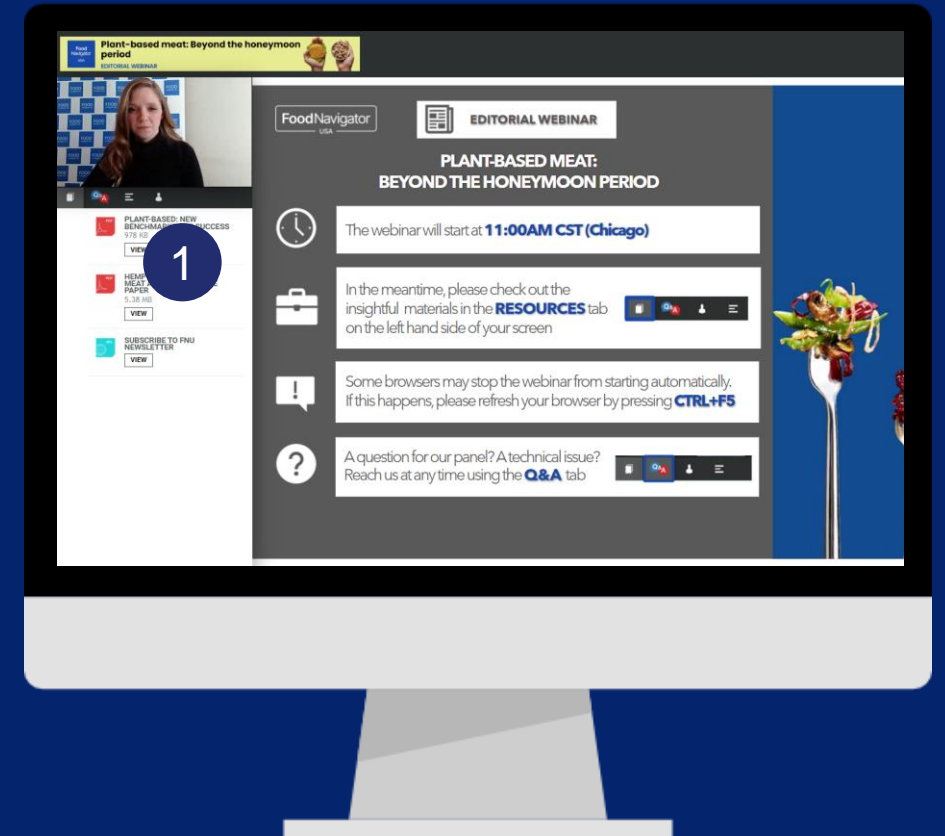
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## Submission deadline

2 weeks before webinar broadcast day



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## Company description

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## Submission deadline

2 weeks before webinar broadcast day

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EDITORIAL WEBINAR • DECEMBER 8  
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