

# 24th Annual NBJ Summit

*“Nutrition’s Next Normal: Let’s Get this Right”*

**Date:** Monday July 26 – Thursday July 29, 2021

**Location (Hybrid):** Omni La Costa Resort, Carlsbad, CA & Online



**NBJ Summit Co-Chairs:** **Thomas Aarts**, Co-Founder & Principal, *NCN*, Co-Founder, *NBJ*  
**Carlotta Mast**, SVP and Market Leader, *New Hope Network*

## New in 2021:

---

**NBJ Summit Hybrid Event:** In 2021, we are introducing a hybrid NBJ Summit. The in-person event will be reserved for 250 of the industry’s top CEOs and executives and will take place July 26-29, 2021 at the Omni La Costa Resort & Spa in Carlsbad, CA. We will also enable others to participate in the event virtually, accessing the NBJ Summit’s world-class content and connecting and networking with the Summit community via our digital events platform.

**Expanded Networking Opportunities:** Throughout the entirety of the 2021 NBJ Summit, we are expanding the networking opportunities to support more independent conversations and curated connections during the programming and events.

**Special Platform:** Our new *digital events* platform will allow for audience engagement both on-site and at home with audience polling, audience response tools, matchmaking and video calls, sponsor virtual booths, and livestreaming capabilities.

## 2021 NBJ Summit Content:

---

- **State of the Industry:** Get the insiders’ inside scoop on sales and growth, product trends, mergers and acquisitions and a road map for the next five years with updates from NBJ’s sale analyst, interviews with CEOs, and insight from the keenest minds in the space.
- **Immunity 2.0:** Learn how smart brands are approaching the new normal of immunity as a 12-month sell through, and address what scientists and thought leaders believe personalized nutrition can do to supercharge the business of immunity.
- **Channel Strategies:** The pandemic accelerated the transition to e-commerce for many consumers and product categories, forcing brands to learn how to stand out on the digital shelf and create a new relationship with their customers.
- **The Younger Consumer:** Generation Z is swarming into the market with digitally skewed attention spans, new attitudes about health and a deep skepticism about commercial speech. Learn from experts why a polished digital presence is vital, and why younger consumers are demanding and expecting a personalized experience.
- **Democratizing Nutrition:** How brands and leaders that target underserved communities and champion access are issuing a challenge to the nutrition industry in providing more health for more people.
- **The Climate Challenge:** The nutrition industry has always focused on human health but with the health of the planet at stake, more brands are taking a stance on climate change, sustainability and transparency.

## Confirmed and Invited Keynote Speakers:

---

- **Paul Hawken**, American environmentalist, entrepreneur, author, and activist (confirmed)
- **Paul Stamets**, American mycologist, author, medical researcher, Founder of *Fungi Perfecti* and *Host Defense* (invited)
- **Jason Dorsey**, Acclaimed Generational Speaker, President for the *Generational Center of Kinetics* (invited)
- **Julia Collins**, Founder, *Planet FWD* and *Zume Pizza* (invited)
- **Tia Mowry**, Founder, *Anser* (invited)
- **Jeff Boutelle**, CEO, *Pharmavite* (invited)