MILLBIO
INNOVATION, NATURALLY

Millbio had a great product. Now they needed attention.

How one day a week of senior marketing judgement took Millbio's Panvivo GLP1ve from an unknown launch to a clearly positioned product, with a route to market and a stage at Future Food-Tech London.

CLIENT
Millbio, Italian maker of clean-label bread ingredients

THE BRIEF
"We have a great product. Help us publicise it."

BUDGET
None confirmed

TIME
One day a week, since late 2025

5 bakeries
testing Panvivo GLP1ve, including a major international industrial group

£1m*
potential annual value from a single industrial lead

12 months
from first project to UK Marketing Lead

WHAT I FOUND

Millbio had made clean-label bread ingredients since 1991 but had never had dedicated marketing support. It was launching Panvivo GLP1ve, a bread concentrate for the GLP-1 era, at Fi Europe, and knew it needed help getting it noticed.

With a strong product but a limited profile, Millbio needed to get in front of its audience: industrial bakers. I could see the GLP topic was trending, and unless Millbio acted nimbly, it would lose out to competitors.

MY APPROACH

A business unused to marketing was reluctant to confirm budget, so I had to read what felt realistic and hold stakeholders' hands, explaining what I would test and why. I took the decision to start with trade PR, where I could tightly target the audience without risking too much budget, to create visibility and gain the client's confidence. Each step proved its value before the next.

My aim was to give Millbio a **point of view** in the GLP product space, **get it noticed**, **and then drive leads.**

1
GET NOTICED
LATE 2025

A NEWS STORY FOR A PRODUCT NOBODY HAD HEARD OF

DIAGNOSIS A new product isn't news. Trade editors see dozens a week. But a change in how consumers eat bread is news, because it affects every baker, and it gives editors a headline.

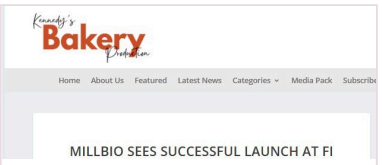
ACTION I commissioned a survey of more than 1,000 UK consumers, which found that 13% have stopped eating bread altogether. That turned a product sell into a story about the market Millbio's customers were losing, with Panvivo GLP1ve as part of the answer. I packaged the survey statistics as the target audience's pain points, delivered through press releases and Chairman Q&As, with photography and infographics to make journalists' jobs easier.



FoodBev, 2 December 2025



Baking Europe, 2 December 2025



Bakery Production, 17 December 2025

RESULT: coverage in FoodBev, Baking Europe, Bakery Production, British Baker and Milling Middle East & Africa, with the survey quoted throughout. Millbio gained credibility with UK bakers from a standing start, and without any additional budget on ad spend.

2

DRIVE LEADS EARLY TO MID 2026

COLD CALLS TO WARM LEADS

DIAGNOSIS Coverage builds credibility, but it doesn't fill a sales pipeline on its own. With only one dedicated UK Sales Manager, I had to find a way to ensure she wasn't reliant on cold calling. Prospects needed to self-declare their interest and arrive as warm leads.

ACTION I recommended testing one paid route that would specifically hit Millbio's niche audience: an email to British Baker's readers. I designed it as "apply for a sample" so Millbio could qualify every request and screen out competitors, and encouraged using the same mechanism at trade events and on social. I also brought seven concentrates together as the Panvivo range, "One range. Seven ways to make better bread.", so the GLP product could also serve as an entry point to Millbio's wider portfolio.

RESULT: This wasn't about buying an email. This was as much about showing the client how to create a pipeline of warm prospects that came to them, something they'd never tried before. Ten qualified bakery sample requests came in within two working days, and five bakeries are now testing Panvivo GLP1ve, including a major international industrial bakery group. A single conversion could be worth £200,000 to £1m a year.

3

POINT OF VIEW SEPT 2026

"BREAD IS NOT THE ENEMY"

DIAGNOSIS Thimus, a sensory testing company, invited Millbio to partner at Future Food-Tech London. A sponsorship only pays back if the brand has something to say. In the GLP-1 conversation, bread was being cast as the problem, and I saw the opportunity to embrace that sentiment head-on.

ACTION I gave Millbio a point of view, "Bread Is Not the Enemy", and built the Chairman's keynote and the event publicity around it, backed by Thimus's neuro-sensory testing: proof that Panvivo GLP1ve works and tastes good. I also planned the sponsorship and a 60-minute live tasting.



Future Food-Tech, 24 Sept 2026



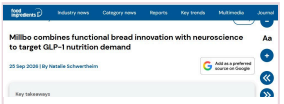
Baking Europe



International Bakery



WorldBakers



Food Ingredients First

RESULT: Millbio entered the GLP-1 debate unapologetically. William Reed, the event organiser, commented: "The lunch session was the talk of the show. I had a lot of people mentioning it as a highlight." More importantly, it reinforced Millbio's credibility with the buyers it had invited as guests, and helped open a conversation with a fast-growing high street retailer with a GLP product line. Four trade titles covered the partnership within five days, reaching 235,908 readers, a return of £20 in PR value for every £1 spent.

WHAT CHANGED

In 12 months, Millbio went from no marketing support to a product with a clear position, credibility with the trade, a repeatable way to generate qualified leads and a range that opens the door to cross-selling.

I wrote the Chairman's keynote for Future Food-Tech, and the day before the event he decided I was best placed to deliver it, naming me at the event as Millbio's UK Marketing Lead. The relationship continues with go-to-market plans for Millbio's latest NPD.

> "Jayne has given Panvivo GLP1ve a clear position, put Millbio in the trade press and given new bakeries reasons to try our products. She tells you what the business needs, and then she does it. She started with a single press release for us in 2025. In September, I trusted her to represent Millbio on stage at Future Food-Tech, as our UK Marketing Lead.
>
> **Alessandro Boggiani, Founder & Chairman, Millbio**

Future Food-Tech reach confirmed by the media agency; launch PR value estimated from publisher data and advertising rates. *Pipeline value estimated from typical dosage rates and trade prices.

Jayne Andrews

Jayne Andrews FCIM

Fractional Marketing Director. 30 years' experience, agency and client side. Global campaigns, with experience working in the UK, Australia and the USA.

Need an interim senior marketer?

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