

Product to Market

Tuesday 26th September 2006
2.00pm at The Temple
Conference Centre, Little Abington,
Cambridgeshire



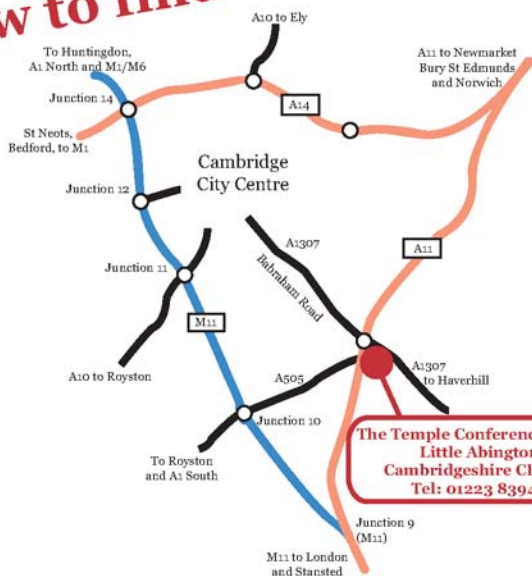
Tastes[®]
of
Anglia

"Gain a practical understanding of how to develop, brand and market your product"

Programme

- 1** Jimmy Butler of Blythburgh Free Range Pork tells of his success in developing his own brand.
- 2** Julie West of Tastes of Anglia gives an overview of the opportunities, gaps and potential in the market.
- 3** Sue Ashurst of Holy Cow Marketing offers advice on how to create you own brand, packaging and presence in the market.
Real Life Story: Gerrie Hawes of Fresh Daisy Organic
- 4** Jane Dawson of International Food Link gives practical information on selling your product internationally and tells of the opportunities available.
Real Life Story : Lawrence Mallinson of James White Drinks Ltd
- 5** Bill Warnes, Trading Director of Roys of Wroxham gives advice on what a buyer is looking for, how to talk to a buyer and how to present your product to a buyer.
- 6** Paul Mayfield of the Food Chain Centre on how to find the winning formula for your product by accessing free market research on consumer spending patterns.
- 7** Judy Randon & Jonathan Whitbread of ERfi on how to develop your sales, marketing & communication skills by accessing training and funding grants.

How to find us



**The Temple Conference Centre,
Little Abington,
Cambridgeshire CB1 6AN
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Contact

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ERfi and
Tastes of Anglia,
The Barn,
Burnt House Farm,
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Witnesham,
Ipswich,
Suffolk,
IP6 9JE



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To secure your place please fill out this form and post it to us with a deposit of £20 to this address:

(Cheques will be refunded at registration)

**Tastes of Anglia Ltd, The Barn,
Burnt House Farm, Wash Lane,
Witnesham, Ipswich,
Suffolk, IP6 9JE**

Name

Company

Job Title

Address

.....

.....

Email

Telephone No.

Number of Guests

I will be attending the event

(Please tick)

I enclose a cheque (deposit) of £20

(Cheques will be refunded at registration)

See you there.

