



Tastes[®]
of
Anglia



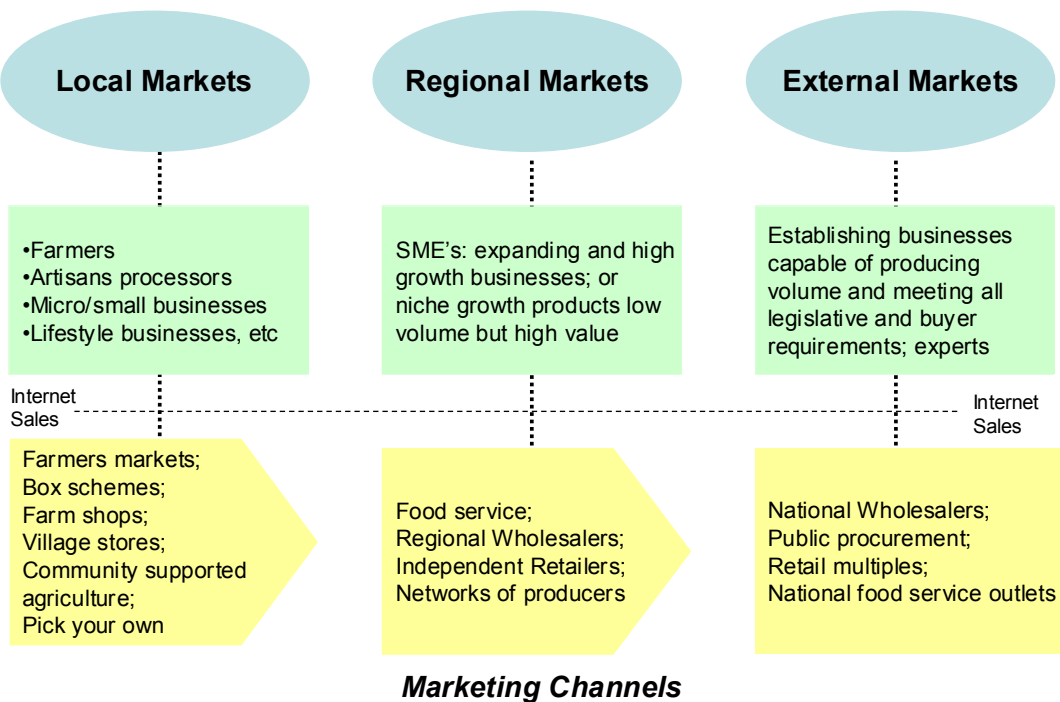


Julie West

Deputy Chief Executive



Moving up the development path



Consider your offering

- Individual packs direct to consumer
- Retail packs in an outer
- Hospitality trade requires different packaging
- Ingredient supplies



Calcott Hall

FARM
SHOP

Fresh
Cut
Spring
Green
99p
4.50

Home
Grown
Asparagus
£3.95
4.50

Come in We're
OPEN
PARADISE, 1000 AS AT 1000

Shrubs &
Perennials
£2.00
Plants in Shop
& Pay



Direct consumer sales via

- The web
- www.tastesofanglia.com
- www.regionalfoodanddrink.co.uk
- www.bigbarn.co.uk
- Farmers markets
- Box schemes
- Gate sales
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Wholesaler

- No say in who their customer is
- Great to get product circulated
- Less risk of customer not paying
- Need to support your brand to them
- More competition in price list
- Need to ensure good synergy with your brand



Tourism businesses

- Could be an attraction where your product would work well with POS and story boards
- Seasonal sales but again could fit with your production commitments
- Delivery could be an issue at busy time



For profit hospitality sector

- Brand not always translated in menus
- Just in time delivery
- Premium cuts
- Delivery via wholesaler or direct
- Price conscious industry
- Support with your story, work with chefs to create local menus



Own label

- Protects your own brand
- Agree a recipe
- Can be high volumes
- Someone else promoting
- Question who owns the brand?



How much to tell

- Keep it professional
- Reassure you can meet their needs
- List the main staff and roles
- Talk about any assurance schemes including husbandry
- Product testing and consistency



Report for the buyer

- One copy for each person
- Outline your company details
- List any accreditations
- Delivery mechanism quantity on pallets/boxes and no units in outer if appropriate
- RRP, show their margin
- Your terms for payment



Sourcing strategy and Provenance

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- Where do you source your ingredients?
- Why it is important to spell it out
- What are your demands on your suppliers?
- Guarantees for consistency of supply to you



Before presenting

- Visit the store/restaurant/wholesaler
- Check out their website
- Know their customer
- Synergy of your brands
- Show how your product can add value and £ to their bottom line
- Show them your point of difference



Innovation

- Discuss recipe ideas
- Decide how many lines to offer
- NPD and some of your thoughts
- Recipe cards and POS available
- All in the words 'hand made' not 'home made'



Retails sector shows

- Speciality and Fine Food Show in Sept at Olympia, London, Edinburgh and Harrogate
- International Food Exhibition at ExCeL March '07
- Select in Exeter in June



Hospitality Shows

- EXPO in NEC Birmingham March '08
- Hotelympia at ExCeL February '08
- The Restaurant Show at Olympia Sept





Regional show



- Over 700 serious trade buyers
- Over 2500 spending consumers
- 15 minutes of prime time TV coverage
- Press coverage in more than 25 magazines and newspapers national and regional
- Regional and surrounding areas



Food Awards

- Great Taste Awards
- Q awards
- Farming awards
- Magazine competitions such as EDP Food Awards Best Farm Retail shop 2006
- HFG farm shop
- organic food awards





Meet the Buyers

- Waitrose
- Booths
- 3663
- ASDA
- TOA Table
- Sainsbury's Taste the Difference
- Marks and Spencer
- Selfridges



Opportunities

- 'free from'
- With provenance
- Local ingredients
- Local recipes
- Twist on the old
- Healthier option
- Food miles etc.....

