

SPECIALITY

&

FINE FOOD FAIR

5-6 SEPT 2022

OLYMPIA
LONDON

EXHIBITOR ENHANCEMENT MORNING



Agenda

- 10.30 – 10.35 Welcome and Introduction – Nicola Woods, Event Manager, Montgomery Events
- 10.35 – 10.50 Operations and the E-Zone – Emma Pellman, Operations Director, Montgomery Events
- 10.50 – 11.10 Marketing Top Tips and Maximising Your PR with Vhari Russell, Food Marketing Experts
- 11.10 – 11.15 Message from our Charity Partner: Creating Natures Corridors
- 11.15 – 11.20 PR Support – Nicola Macdonald, PR Director, Montgomery Events
- 11.20 – 11.30 Marketing Tools in the E-Zone – Mady Lawes, Marketing Manager, Montgomery Events
- 11.30 – 11.50 Making the Most Out of Exhibiting with Marcus Carter, Artisan Food Club
- 11.50 – 12.10 How to Approach Buyers with Adrian Boswell, Selfridges
- 12.10 – 12.15 Message from our Charity Partner: City Harvest
- 12.15 – 12.30 Wrap Up and Any Other Business

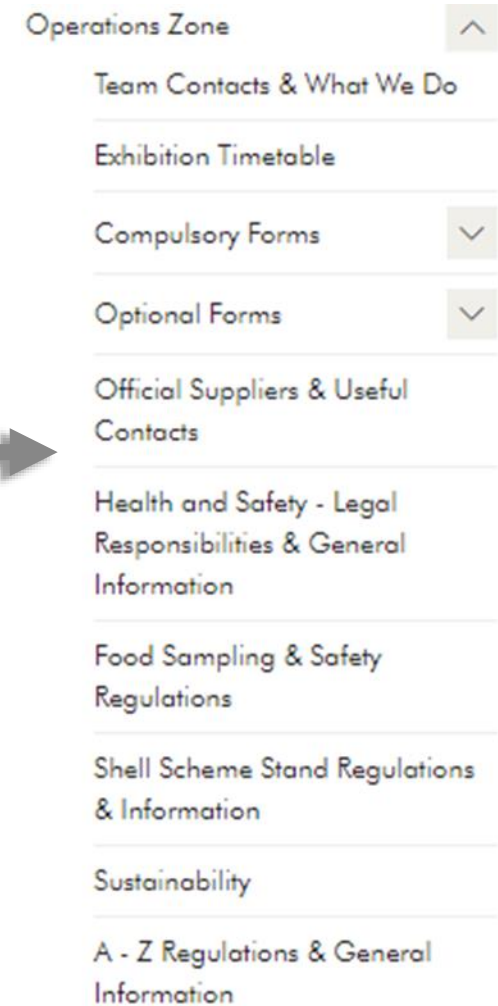
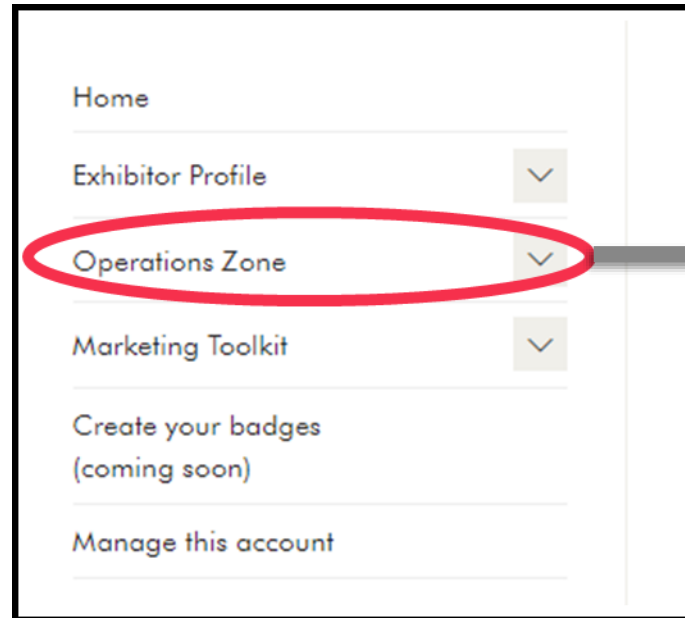
At the end of each session, we will invite you to ask your questions, so they're fresh in the mind.

OPERATIONS AND THE E-ZONE

Emma Pellman
Operations Director
Montgomery Events



EXHIBITOR HUB – OPERATIONS ZONE



HEALTH & SAFETY

- Complete the Health & Safety Declaration/Risk Assessment and Food Sampling/Cooking & Alcohol forms
- Adhere to site rules which include:
 - Wearing a high vis jacket in the loading bay
 - Suitable footwear
 - Using a ladder safely
- Consider how you will store & sample your products

Health & Safety Declaration, Risk Assessment and Food Sampling/ Cooking & Alcohol Form

Deadline: Friday 22 July 2022

MUST BE COMPLETED BY ALL EXHIBITORS.

We have read and understood our H&S responsibilities as detailed in the Health & Safety Information section of the manual, taken note of the most common areas of risk and will ensure all reasonable precautions are taken to eliminate or reduce such risks.

[Click here \(link coming soon\)](#) to complete the Health & Safety Declaration Form.

☐ I understand that checking this box constitutes a legal signature confirming that I acknowledge and agree to the terms of acceptance as detailed in this form.

SUBMIT



SFFF 2022 Health & Safety Form

To be completed by ALL exhibitors

35 Questions

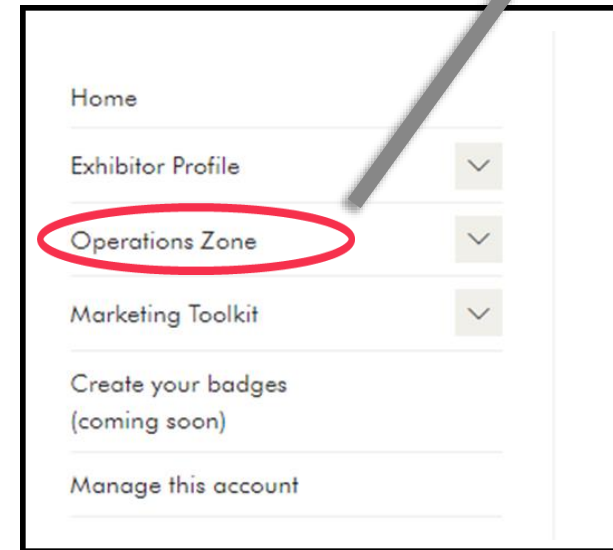
START →

ELECTRICAL

- Order your electrics by **12th August 2022**
- Check what is included in your shell scheme package

Up to 2.9 m ²	2 x Spotlights on track
3 - 18 m ²	2 x Spotlights on track& 1 x 500W socket
18.1 – 27m ²	4 x Spotlights on track& 1 x 500W socket
27.1 – 36m ²	6 x Spotlights on track& 1 x 500W socket

- Make sure you have ordered the correct amount of power - please ask us if you are not sure



Optional Forms

Electrical Services

Floorcovering (Space Only)

Shell Scheme Accessories/
Extras

Graphics

Plumbing & Gas Piped
Services

Frozen & Chilled Storage
Onsite

Refrigeration Equipment

Audio Visual Equipment

Lifting, Handling & Freight
Forwarding

Furniture

Catering - Stand Orders
and Hospitality

Hotel Accommodation

IT & Communications

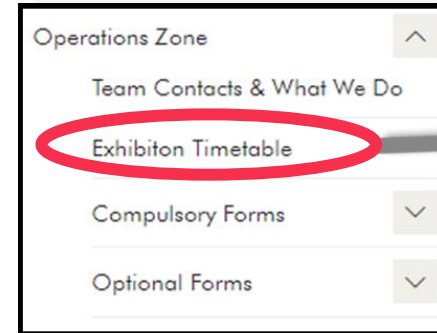
Cleaning (TBC)

BOOKING YOUR VEHICLE SLOT

VERY IMPORTANT!

Log on from 12pm on **5th August** to book your unloading slot for build up **and** breakdown.

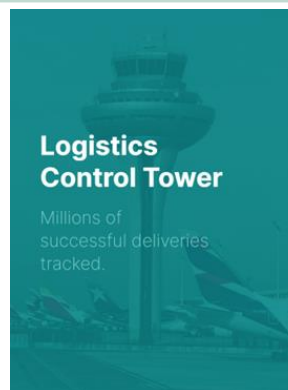
Book ASAP due to reduced unloading areas at Olympia.



BUILD-UP	HALL OPEN	ACCESS FOR ...
Friday 2 September	0800 – 1800hrs	Official contractors and SPACE ONLY sites. Contractors should check that all services have been pulled through in the correct position before they start to build the stand. <i>Any vehicles needing access to the loading bay must book into the Olympia Voyage Control System. This will go live Friday 5th August.</i>
Saturday 3 September	0800 – 2000hrs	Official contractors and those nominated for Space Only sites. Shell Scheme stands on the Gallery level only may access the halls to begin interior display. <i>Any vehicles needing access to the loading bay must book into the Olympia Voyage Control System. This will go live Friday 5th August.</i>
Sunday 4 September	0800 – 2200hrs	Shell Scheme ready for exhibitors to begin interior display. All stands to be complete, litter and stand construction materials to be removed from the halls by 1800hrs. Stand dressing only after this time. Please note last access to the hall will be 2000hrs <i>Any vehicles needing access to the loading bay must book into the Olympia Voyage Control System. This will go live Friday 5th August. It is a first come, first served system, so book as soon as possible to avoid your ideal time slot being taken!</i>

OPEN PERIOD	HALL OPEN	SHOW OPEN HOURS
Monday 5 September	0800 – 1830hrs	0930 – 1800hrs
Tuesday 6 September	0800 – 2200hrs	0930 – 1700hrs

BREAKDOWN	HALL OPEN	ACCESS FOR ...
Tuesday 6 September	Until 2200 hrs	Contractors will not be allowed access for breakdown until all visitors have left and it is deemed safe to do so. All Shell Scheme stands must be completely cleared of all products, furniture, graphics, portable displays etc. Dismantling of shell scheme stands will at 0800hrs on Wednesday 7 September. The safety of any items left behind is the responsibility of the exhibitor. It is advisable NOT to leave the stand unattended during the breakdown period. <i>Any vehicles needing access to the loading bay must book into the Olympia Voyage Control System. This will go live Friday 5th August. It is a first come, first served system so book as soon as possible to avoid your ideal time slot being taken! We anticipate the evening to be extremely busy in the loading bay. Therefore, if you can hand carry your goods to a parked car this is encouraged. The motorail car park will be available to book – click here to book now.</i>
Wednesday 7 September	0800 – 1600 hrs	Removal of stand fittings and clearance of Space Only sites only.



Log in

OR REGISTER

Email Address

password

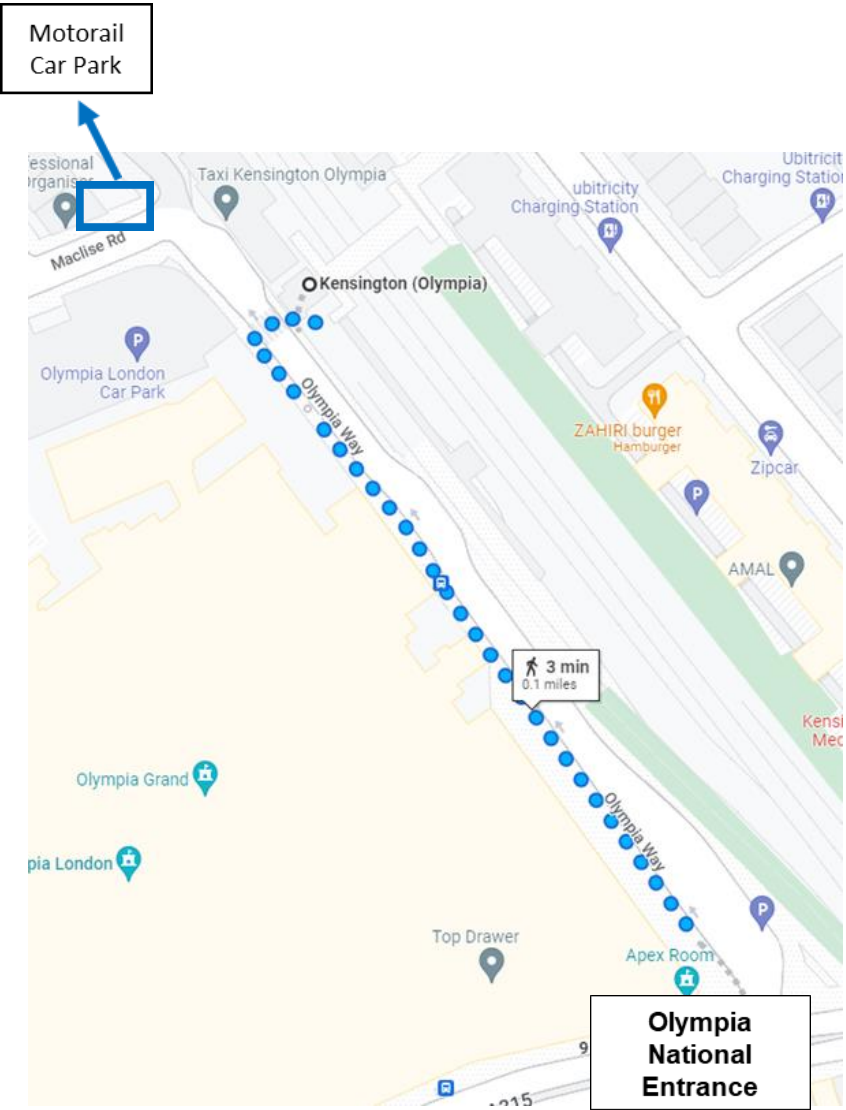
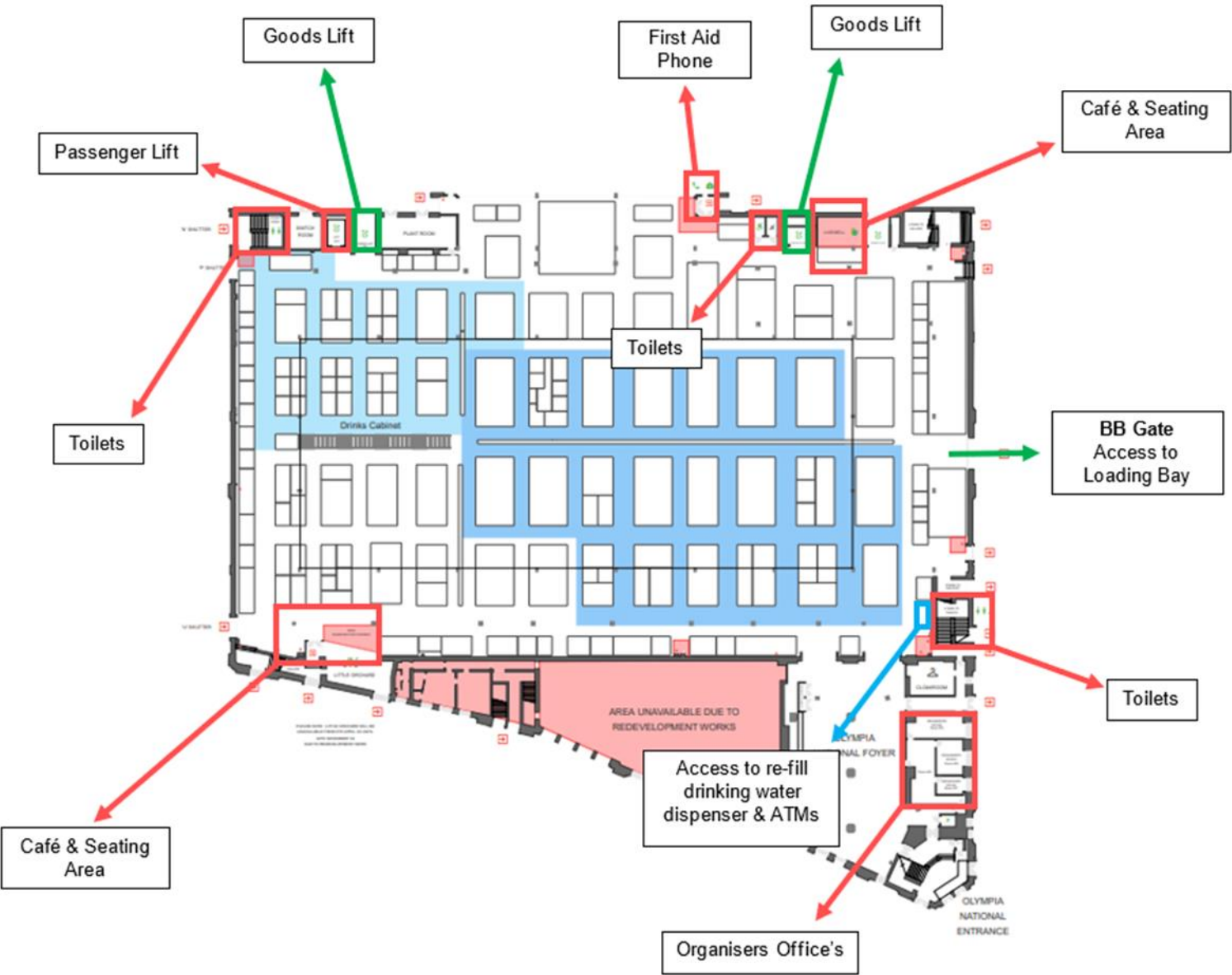
Forgot password?

LOG IN

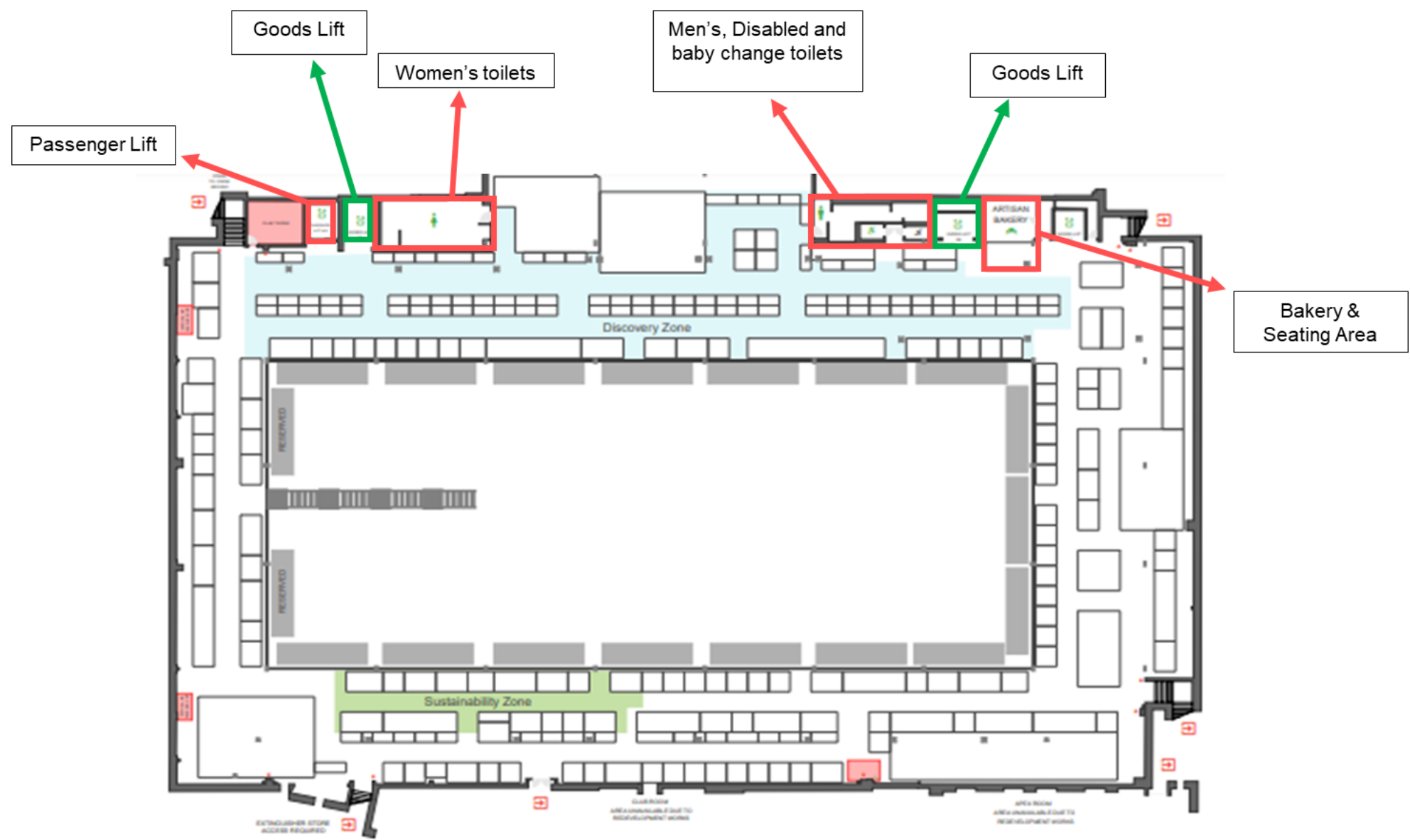
Sign Up

English

VENUE INFORMATION



VENUE INFORMATION



A FEW REMINDERS

- Spend some time working your way through all the information in the Exhibitor Hub. Remember to first complete the Compulsory Forms!
- Access:
 - Space Only can commence stand build from Friday 2nd September
 - From midday Shell Scheme stands on the Gallery level only may access the halls to begin interior display from Saturday 3rd September.
 - Ground Shell Scheme stands can arrive from Sunday 4th September
- If you have staff onsite during Build-up or Breakdown, make sure they have hi-vis jackets/ vests and sensible shoes (no flip flops or open toed sandals!)
- Use DSV (formerly known as Agility) for courier services and forklifting.



➤ Make sure goods are clearly labelled with the show, your company name & stand number.

➤ No trolleys available onsite, if you think you need one, please bring one with you.

➤ Book your car parking ASAP - you can do this on the Olympia website.

➤ Breakdown will be extremely busy, your best options are:

➤ Book your voyage control time slot as soon as it is live to avoid disappointment

➤ Hand carry items to motorail or parked car (this is recommended where possible)

➤ Delay access, pack all items breakdown night, then return following morning (Wednesday 7th Sept)

➤ Finally, and most importantly - book a personalised Customer Care Call with us via Calendly at a time that suits you.



MARKETING TOP TIPS AND MAXIMISING YOUR PR

Vhari Russell

Founder & Marketing Director

Food Marketing Experts



The Food Marketing Experts:

- A boutique agency, with the insight, experience and expertise of a larger consultancy
- Flexible marketing and communications partner, working as per an in-house resource
- Sales focussed, developing strategies and plans to win customers and drive growth
- Formidable industry connections and an established network of contacts to help grow businesses



Plan, plan and plan

Plan what success looks like: know what you want to achieve

Prepare your stand/visuals/graphics. Work out how to maximise your space and location

Plan PR, leverage opps available for the show

Social media plan

Communicate before, during and after the show

Comms plan

Tell people and key contacts that you are at the show. Set up meetings/get people to your stand etc

Follow-up: almost as important as planning

Maximise any opps at the show.

Ask, engage and communicate with the organisers

Planning what success looks like

- ★ Consider what would make a show successful for you: how will it help you to achieve your goals
- ★ How are you going to make this happen? Will it require a special offer? Will it mean bringing a launch forward and leveraging the show to gain traction etc etc
- ★ New buyers - which ones? How are you going to ensure they come and visit you?
- ★ Pitching at the dragons den event, winning an award, networking?

Comms plan : get the basics right

- ★ How are you sharing that you will be at the show? Add you stand number and link to the show to your email signature
- ★ Show guide, pre show communications, share your press release with the show team
- ★ Ensure you have your entry complete online with the correct links etc. Also add the event to your links across social media via Linktree
- ★ Send out a paper invite. Snail mail has a lot more impact now as we receive less of it
- ★ Add the show info to you invoices, and newsletters
- ★ Join in the conversation on social media and the forums and hubs. Create the event on Facebook and LinkedIn and invite buyers to your stand
- ★ Communicate what's new and share this with key trade publications to drive awareness of your brand and products at the event

Maximise your time on site at the show

- ★ First impressions really count. Always speak to everyone as if they are a big potential customer, as you just don't know who they are or who they know.
- ★ Make sure you have offered samples to the press office, and to the demo stage chefs, it's so important to get product in hand.
- ★ Data is key to success, if a buyer visits and you don't get their contact details you can't carry on the conversation.
- ★ Have a plan, know what's on. If you are pitching to one of the panels ensure you know where it is, time etc. Don't be late and remember to enjoy it. A smile and passion for your product speaks a thousand words.
- ★ Enter the show awards. It's great to receive praise for all your hard work and it gives you another reason to communicate with buyers and journalists
- ★ Schedule your social media so that you are part of the conversation while you are busy on your stand.

Follow up, Follow up, Follow up

- ★ If you are not going to follow up, you are wasting your time and money.
- ★ Draft any follow up emails before you attend the show. Send the follow up email each night after the show. You look keen, engaged and organised
- ★ Plan out your follow up process. Post show email, 10 days later a call, then monthly newsletter etc.
- ★ Share your success with the show organisers as they are always keen to share good news.

WANT TO HEAR MORE?

Let's arrange a chat...
We'd love to see if we can help

Tel: 01480 455526

Email: ask@thefoodmarketingexperts.co.uk

Web: www.thefoodmarketingexperts.co.uk





We love what we do,
our success is your success!

The Food Marketing Experts

MESSAGE FROM OUR CHARITY PARTNER: CREATING NATURES CORRIDORS

Vhari Russell
Founder
Creating Natures Corridors



**WE ARE
PLANTING A TREE
FOR EVERY EXHIBITOR AT**



**IN PARTNERSHIP WITH
CREATING NATURE'S CORRIDORS**



Entrepreneur Vhari Russell has always enjoyed the great outdoors, and loved nature.

In October 2018 her brother died of Sudden Adult Death Syndrome at the tender age of 37. Rory was a carpenter and created amazing structures from green oak. The shock of Rory's death led Vhari to question what legacy she would leave.

And so, in 2020...Creating Nature's Corridors was born

Creating Nature's Corridors is on a journey to plant trees & hedging in the UK, to support biodiversity, carbon capture, flood prevention and to benefit local communities. We are also working hard to ensure we plant the right tree for now and the future.

We aim to plant over 10,000 hedges and trees across the UK per annum.

Our vision is to ensure that everyone has access to a community wood, and that we create more corridors where nature can thrive, for us all to enjoy.

OUR WORK TO DATE...



Planted over 1,000 trees this planting season in schools, and community spaces. With more to come. We have over 10,500 to plant this autumn.

WHY CREATING NATURE'S CORRIDORS

We advocate for small but achievable changes to benefit our environment. Collectively each plant that is planted will have an impact.

We abide by the values of integrity, honesty and a commitment to make a difference.

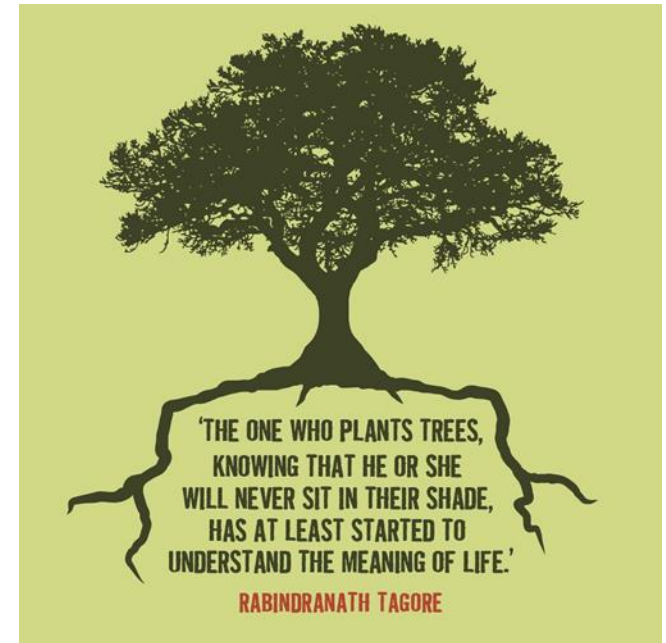
We are working to re plant the least wooded parts of the UK first before planting in other areas of the UK.

We are working with tree guardians to create new woods which they then manage.

WHAT CAN YOU DO?

Quite simply, we want to plant more trees! You can help by:

- Offsetting your carbon footprint with us, by planting trees
- Running initiatives such as buy x and for every x sold we will plant a tree
- Volunteering to help plant trees
- Donating a % of each product sold to the charity
- We are now registered with 1% for the planet to enable us to delivery planting projects.
- Legacy donations
- Spreading the word amongst your customers and friends



WE NEED ACTION NOW

Time is not on our side ...

We need to act now to address climate change and avoid flooding, and support nature.

Don't delay help us today, to make a better tomorrow.



CHARITY PARTNERS



WE LOOK FORWARD TO CHATTING WITH YOU

Vhari Russell
07769683020

help@creatingnaturescorridors.co.uk

www.creatingnaturescorridors.co.uk

PR SUPPORT

Nicola Macdonald
PR Director
Montgomery Events



NOTE FROM THE EDITOR: SPECIALTY FOOD'S HOLLY SHACKLETON



Respond swiftly to requests even if it's a 'no'. Good communication is the key to a strong relationship, and a negative experience may have a longer-term impact that you realise.

Respect deadlines. Journalists live and die by deadlines, so if you're going to miss one we set you let us know ASAP. We might be able to give you a bit more time, or we might find an alternative to you – but we must be kept in the loop.

Keep it brief (but polite) in the email and include a full press release as an attachment. Simple info in the email will let us know swiftly whether the email is relevant to what we're working on at the time, and having full details available (without overdoing it in the email itself, which can be off-putting) will make it more likely to be included.

Stick to the brief. We provide word counts for a reason - please stick to them as much as possible, but understand that your copy may be trimmed to fit the piece. Also note that your copy will be subbed to fit house style, so don't be too precious about it (we always aim to make you sound better, not worse!).

TRADE PRESS

SPECIALITY FOOD

MAGAZINE



KEY INFORMATION

- Email: pr@montgomerygroup.com or nicola.macdonald@montgomerygroup.com with news and to enquire about Press Office product placement
- Tel: 020 7886 3002
- You can also upload images and press releases to the Exhibitor Zone!
- Send new product info **as soon as possible** for potential inclusion in show previews
- We have a paperless Press Office – news and press packs will be in a DropBox

MARKETING TOOLS IN THE E-ZONE

Mady Lawes
Marketing Manager
Montgomery Group




EZone

- Password email sent to you (Please check junk folder)
- Link to log in for the first time is within that email
- www.specialityandfinefoodfairs.co.uk/ezone-login
- 4 compulsory steps before full EZone is shown
 - Select your Industry Sectors
 - Select your Business Categories
 - Select your Business Attributes
 - Exhibitor Profile (Logo, Main Text, URL, client facing Email)
- Full EZone example image to the right

If you exit off the EZone find it again
in the bottom right of your screen


Logged In As: Mady Lawes
Enter Zone | View Profile | Logout

Welcome Mady Lawes



Test - Marketing

Home

Exhibitor Profile 

Update Company Profile

Upload products

Select your Business Categories

Select your Business Attributes


Select your Target Audience


More About You

Upload company news

Upload video content

Profile Checklist

Operations Zone 

Marketing Toolkit 

Tell us your news

Download free social graphics

Top Tips for exhibiting

Tell us who you want to meet

Create your badges
(coming soon)

Manage this account

Your profile is 44% complete



Welcome to the Exhibitor Zone (EZone). Your one-stop portal for all aspects of the upcoming event.

Use this portal to:

- Access the Exhibitor Manual.
- Fill in our Compulsory Operational Forms.
- Order your stand services such as electrics and refrigeration.
- Create your Exhibitor Profile which is displayed on our website.
- Upload your products which will be displayed on your Exhibitor Profile and on our website's Product Directory.
- Create and access your Exhibitor Badges.
- Access free social media graphics to promote your involvement with the event.
- Tell our Press team about your new product launches and company updates so we can feature them on our website, newsletter and socials.
- Invite your contacts and clients.
- Keep yourself updated with important information leading up to the event. We'll be updating this portal regularly, so please check it out occasionally.

Remember:

- This EZone is intended to help you make the most out of your experience with us.
- Your Exhibitor Profile on our website is the one of the most important ways for you to attract potential clients, so please fill it out well and add your products, social handles, videos, and press releases.


Please note:

- Our operational forms need to be filled out manually and submitted/emailed to the correct people stated.

For any further details or help, please contact your commercial representative.

We look forward to seeing you at the event.

Exhibitor Profile

Exhibitor Profile 

Update Company Profile

Upload products

Select your Business Categories

Select your Business Attributes

Select your Target Audience

More About You

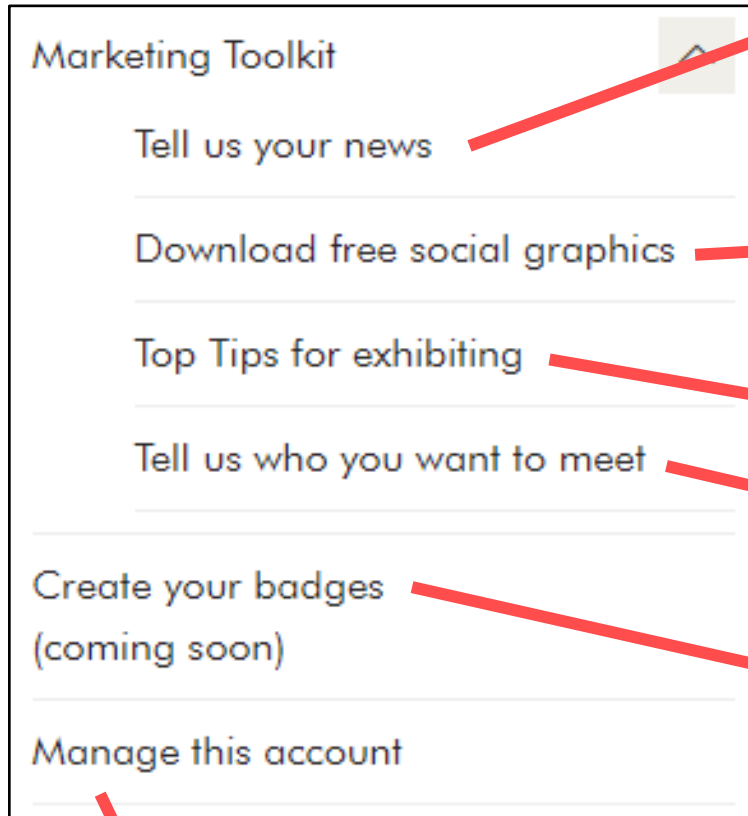
Upload company news

Upload video content

Profile Checklist

- Logo, company information, website link, client facing email, social channels
- Upload all of your products here and have them display on our filterable product list.
- Re-select or edit your Business Categories
- Re-select or edit your Business Attributes
- Select the type of buyer you're looking to target
- Let us know more about you so we can influence future matchmaking opportunities with buyers.
- Upload any recent company news onto your exhibitor profile
- Upload video content or links to your YouTube
- A handy checklist featuring all of the above tasks that need completing

Marketing Toolkit



➤ We want to promote your new product launches and company news to our audience 365 days a year. So, tell us your news and we can feature it on our website, newsletter and social media.

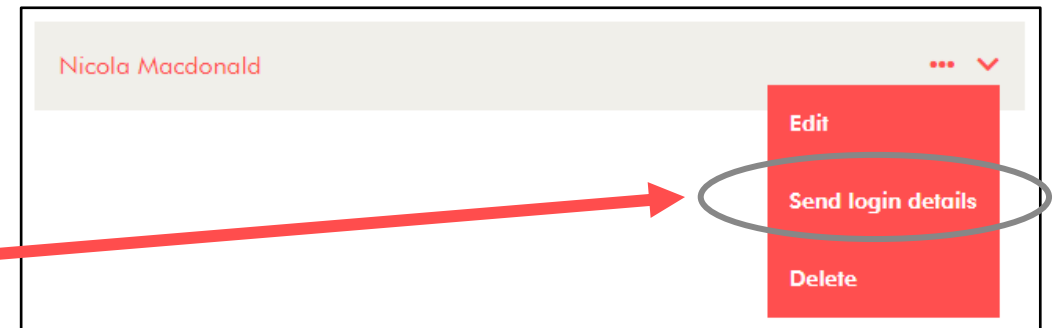
➤ We've made some free image and video assets for you to use on your social media. Download them here.

➤ Find Top Tips for a smooth exhibiting experience, from us and our partners here.

➤ **We want to help you connect with the buyers you might be struggling to contact, so tell us who you want to meet, and we will see what we can do. (GDPR Compliant)**

➤ Here is where you will create all your Exhibitor Badges (Coming August), **please do not let a colleague register through visitor registration as they will have limited access to the venue.**






➤ Anything to do with managing your EZone account, such as adding a colleague as an account manager, find it here. Make sure to 'Send login details' to your contacts once created.



www.specialityandfinefoodfairs.co.uk/exhibitors

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All	0-9	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z
-----	-----	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---

				
<p>&Poca Ltd Stand: 2710</p>	<p>1683 Chocolate Place Stand: 1021</p>	<p>Aagragh Stand: 1025</p>	<p>ABERYNE Stand: 1830f</p>	<p>Absolutely Caribbean Stand: 1110,1120</p>

LIVE Product List

www.specialityandfinefoodfairs.co.uk/exhibitors-products

- Select **Product Categories** and **Attributes** when uploading your products here.
- Important to make the right selections so your product can be easily found by our audience.
- Important to upload an image and copy.
- We will be promoting these products via our social, so please fill these out well.

Exhibitor Profile ^

- Update Company Profile
- Upload products**
- Select your Business Categories
- Select your Business Attributes
- Select your Target Audience
- More About You
- Upload company news
- Upload video content
- Profile Checklist



Search Filters

Product Categories	Attributes	Is this product new to the UK market? (Within the last 18 months)
Food & Drink <ul style="list-style-type: none"><input type="checkbox"/> Cheese & Dairy (0)<input type="checkbox"/> Butter & Spreads (1)	<ul style="list-style-type: none"><input type="checkbox"/> CBD (1)<input type="checkbox"/> Organic (1)	<ul style="list-style-type: none"><input type="checkbox"/> Yes (1)



Awards

Enter your products into the Speciality & Fine Food Fair Awards 2022 [via our website](#).

Deadline extended until: 7 July

Sponsorship

Add any advertising and sponsorship opportunities to your exhibiting package. Email Isabelle.mckeever@montgomerygroup.com to enquire about your options.

ASAP

Pitch Live sponsored by Virgin Start Up

Pitch your product live to some of the industry's top buyers. 3 finalists will be shortlisted and invited to deliver a Dragons' Den style pitch on our Food For Thought Stage, live at the Fair. Submissions opening today via our website.

Deadline: 5 August

Invite your contacts

When visitor registration opens, invite your clients and prospects to visit you at the event. In late July / early August we will give each of you a unique code to send them which will redeem them a VIP upgrade.

Late July / Early August

Social Media

@SpecialityFair

#SFFF22

Top Tips:

- Start a conversation by asking open ended questions in captions about topics taking place at the event.
- Strong imagery and graphics will strengthen your social media posts and stand out on your audience's feed.
- Include posts that will encourage people to visit your stand on the day, whether that's a sneak peek of a product you're launching or a competition you're running.

Pattessons Glass Ltd @PattessonsGlass · 5m

We are pleased to announce, that we will be exhibiting at the @SpecialityFair which will take place between the 3-7th of September in London.

For more information on the show, visit the link below specialityandfinefoodfairs.co.uk

[#jars](#) [#bottles](#) [#glass](#) [#packaging](#)

A promotional poster for the Speciality & Fine Food Fair 2021. The top left features a logo with 'SPECIALITY' in a large serif font, '&' in a red script font, and 'FINE FOOD FAIR' in a smaller sans-serif font. To the right of the logo, it says 'OLYMPIA LONDON'. Below the logo, the dates '6-7 SEPT 2021' are displayed. The main text 'We are exhibiting!' is in a large, bold, black sans-serif font. Below this, the dates '6 - 7 September 2021 | Olympia, London' are written in a smaller, grey sans-serif font. At the bottom, 'Visit us on stand 936' is written in a bold, red sans-serif font. The background is white with scattered red pomegranate seeds and several glass jars filled with pink liquid, lemon slices, and pomegranate seeds. A red 'TRADE ONLY' badge is in the bottom right corner.

SPECIALITY
& FINE FOOD FAIR
6-7 SEPT 2021
OLYMPIA LONDON

We are exhibiting!

6 - 7 September 2021 | Olympia, London

Visit us on stand 936

TRADE ONLY

MAKING THE MOST OUT OF EXHIBITING

Marcus Carter
Founder
Artisan Food Club



WHERE I DID MOST OF MY SELLING

The Patchwork Food stand

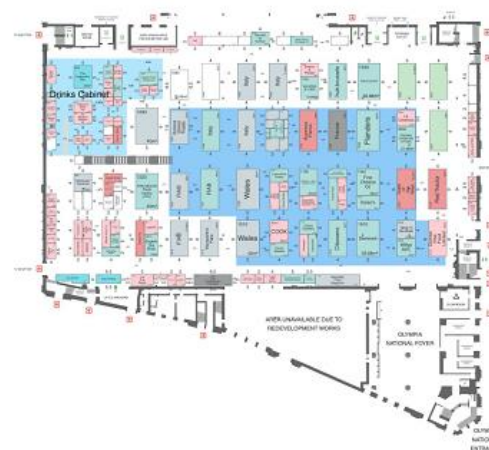




Climb the stairs and turn left



The stand number is
2707



Marcus – 07971 270299
marcus@artisanfood.club
www.artisanfood.club

Tell KEY accounts where you are with a map in the post

MOCK-UP YOUR STAND ASAP - 2019



STEP 1 TO A SUCCESSFUL SHOW



Do you own a shop?

THE 30 SECOND QUALIFIER

- 1 – “Hi do you know our company or products?”
- 2 – If ‘Yes’ – “Do you stock us or just noticed it in shops?”
If “No” – let me tell you a bit about the company

Then you say

- 3 – 1 / What type of business are you ?
2 / May I ask your position in the company?

You need to ask this early ... not take 15min to find out they are the cleaner

Save time and get more sales – by adding just 30 seconds to your pitch

YOUR SELLING BUNDLES

I work on the principle you have paid to be at the show so never let anyone off the stand without committing to something (as long as they have a shop)

1 - Go for "outright order" or "show deal"

Make a prelisted order (a couple of different priced ones with all the favourites)

Always nice to add on a few extras

2 – Introduction order or trial pack

A small order you send to let the shop try

Used by all Artisan Food Club members very successfully

3 – Offer to send them a small pack of your range as a gift after the show

Put 2-3 items in a box with compliments slip/info and post to the shop to try

4 – Commit to a phone call

Say "can I phone you next Tuesday at 10am" and write it down on sheet

Great things come in 4's – getting more than their contact details

SHOW OFFER – 50% OFF



Don't understand?

50% off if you fancy dinner there 🍴🍴

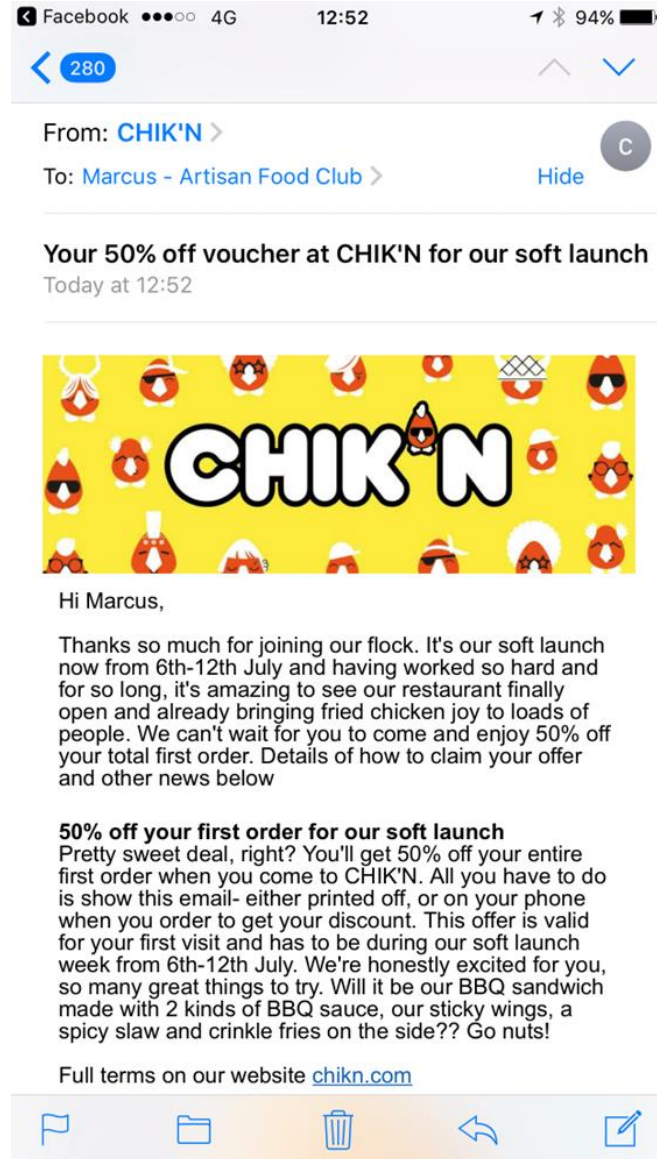
You me and nick 😎

But I am there tomorrow so pity they did not hand the blues tomorrow lol

That sounds like a great plan. We'll need to head out the house for 430 though because of viewings?????



SHOW OFFER – 50% OFF



SCANNERS WORK





Specialty Food Show 2014
Olympia, London 6-8 Sep

facebook



Facebook.com/_____ @_____

Name -

Position -

Address-

Post Code -

Phone: Shop –

Mobile -

Email -

Days Shut –

Half days -

Notes



My Own Sauce

Item in Cases of 8

Number ordered

All @ £2.50

Sticky Garlic 300ml x 8

Honey BBQ Sauce x 8

Piri Piri Sauce x 8

Sweet Mustard

Spicy Jerk x 8

My Own Range

Item in Cases or 6

Number ordered

Horseradish x 6 @£2.75

Red Current x 6 @£3.25

CG Mustard x 6 @£3.00

Chutney x 6 @£3.25

Straw-Jam x 6 @£3.35



Specialty Food Show 2015
Olympia, London 6-8 Sep



Facebook.com/artisanfoodclub



@artianfoodclub

Thank you for trying our great
awards winning products
in your shop. We will contact you the
week commencing the 16th Sep to arrange delivery
Or chat more

We will help all we can to get the
first delivery sold as quickly as possible.
If you need anything please ask

Office – 020 1234 5678

Mobile – 07971 270299

marcus@artisanfoodclub.com

Notes



My own Sauce

Item in Cases or 8	Number ordered
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All @ £2.50

Sticky Garlic 300ml x 8	-----
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Honey BBQ Sauce x 8	-----
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Piri Piri Sauce x 8	-----
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Sweet Mustard	-----
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Spicy Jerk x 8	-----
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My own Range

Item in Cases or 6	Number ordered
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Horseradish x 6 @£2.75	-----
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Red Current x 6 @£3.25	-----
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CG Mustard x 6 @£3.00	-----
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Chutney x 6 @£3.25	-----
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Straw-Jam x 6 @£3.35	-----
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Better to take home 50 good leads than 150 random leads!

Follow up cost £50/lead

1. Phone calls/3-6 times

2. Emails

3. Visits

4. Samples

They were on your stand with you and your product – you had their full attention

SOCIAL MEDIA - TWITTER

- Start tweeting about being at the show
- Tweet at the show
- Always add in @SpecialityFair
- Make games – we have 2 cases to give away – just come to stand and say – “show me the money”

RATE YOUR LEADS

- Go over notes on each sheet
- Rank in order of open to order
- Capsule CRM
- Mail chimp
- Start calling – have a plan
- Make good notes at the show

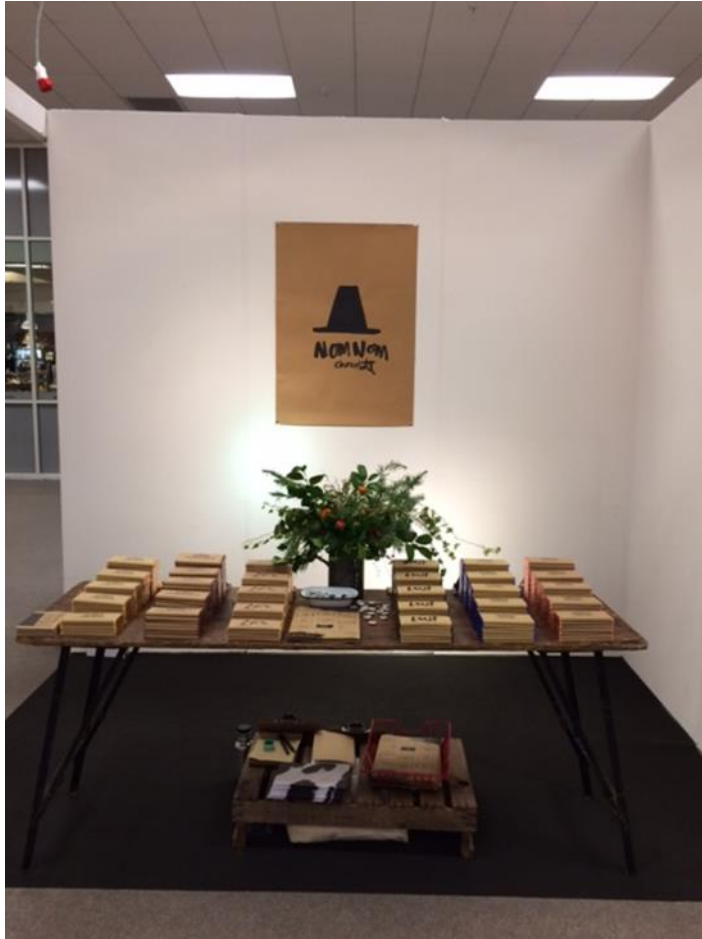
FOLLOW UPS – BOOK OUR THE WEEK AFTER THE SHOW



LOVE THIS STAND



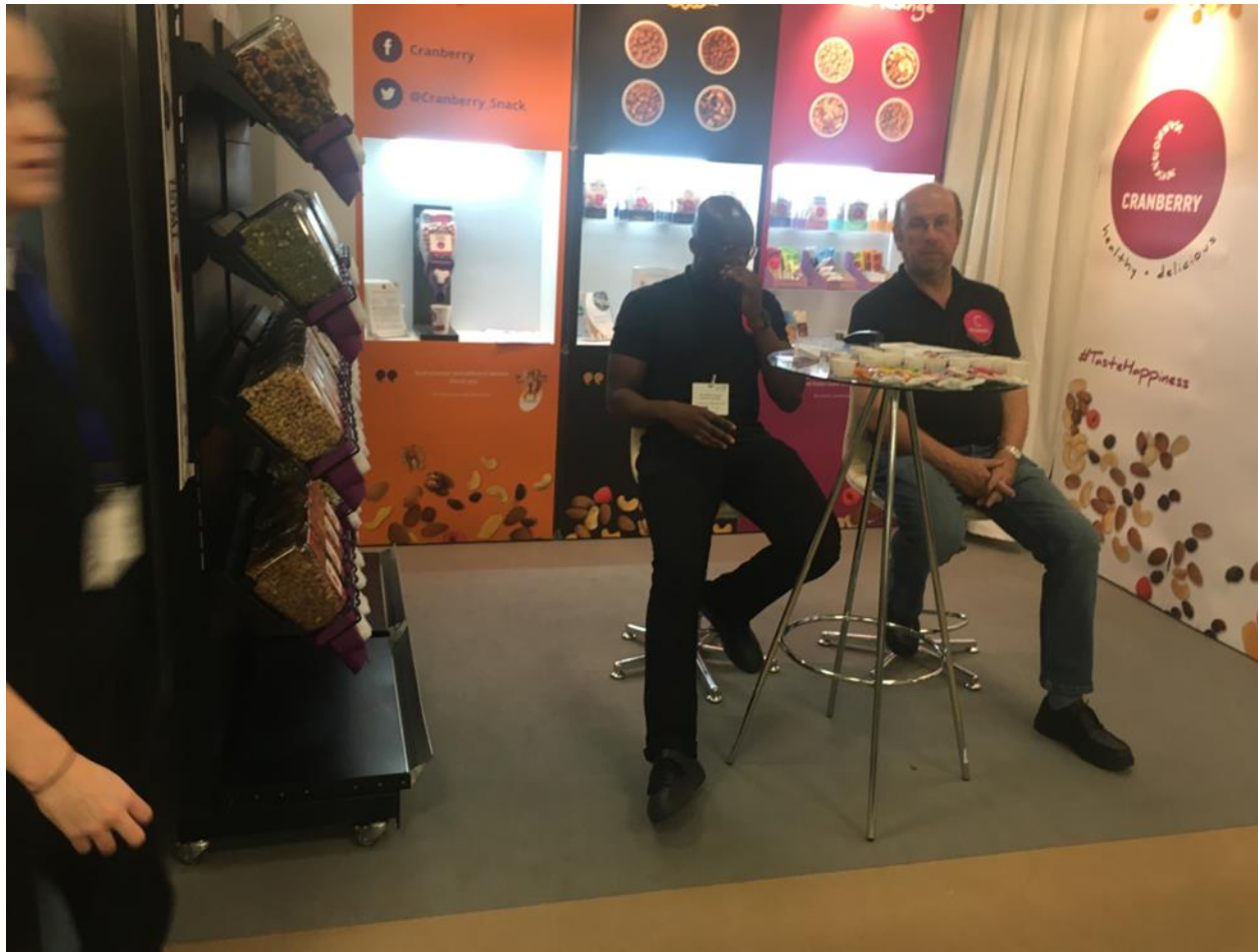
SIMPLICITY



LOVE THE 'WELCOME'



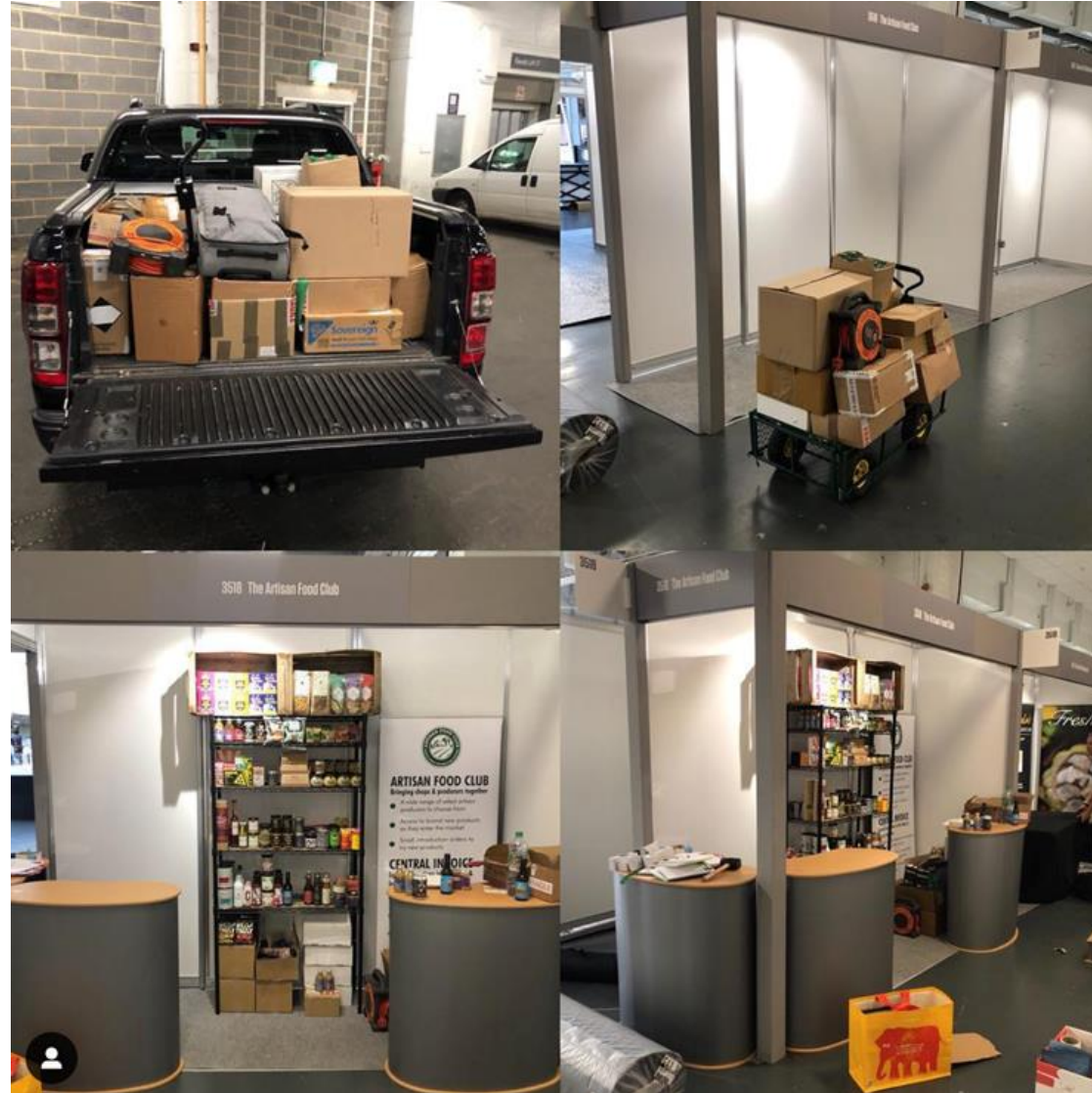
NOT A GOOD LOOK?



WORK HARD ON THE STAND



ARTISAN FOOD CLUB 2018 SET UP



HAVE TSHIRTS MADE - IT REALLY IS NOT AN OPTION



END THOUGHTS

- Go If you hit the phone on cold calls after the show you will be with all the other producers from the show.... Get commitment on the stand and you will be first on the list of companies they want to talk to after the show.
- If a shop will not give you an order or try a discounted show deal... or take an introduction pack or let you post a free gift to the shop..... I question what you are going to archive on the phone after the show *With that said listen to your gut.*
- I am opening a deli in 12 months. Give your cards and ask them to phone you. Only talk to people opening shops who have keys to a shop, shop fitters booked and an estimated opening date – again use your gut if you have a good felling. In 20 years 2-3 have actually opened a shop ever.
- Eat a big breakfast... don't get hungry and nibble fellow traders samples... it will make you feel sick with many foods in you.... Trust me eat well and one type!
- Never sit down.... End the show dead on your feet – treat it like a boat race.
- Drink lots of water and wear comfy shoes... look smart from the ankles up.
- Treat every new client on the stand as the first of the day.

REMEMBER HAVE FUN!!!



THANK YOU



Artisan Food Club Ltd
Bringing shops and producers together

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@artisanfoodclub

HOW TO APPROACH BUYERS

Adrian Boswell
Buyer
Selfridges



CHARITY PARTNER: CITY HARVEST

Benjamin Logue
Sustainable Food Sourcing Co-
Ordinator
City Harvest





Rescuing Food, People, and Planet

OUR MISSION



FOOD

We rescue quality food from all over the food industry, providing a sustainable solution to surplus. We save funds for our partnered charities who can divert budget into other vital services.



PEOPLE

Hundreds of thousands of Londoners go hungry every day. We deliver food to 350+ London charities feeding their communities facing food poverty.



PLANET

Food diverted from landfill reduces needless GHG emissions, a major contributor to climate change.

SUPPLY CHAIN



WE ACCEPT FRESH, FROZEN, AMBIENT & CHILLED ITEMS ACROSS THE FOOD SUPPLY CHAIN

- | | |
|--|--------------------------------------|
| ✓ Order cancellation | ✓ Undesignated allergens |
| ✓ Packaging errors | ✓ Obsolete seasonal stock |
| ✓ Quality rejects | ✓ NPD |
| ✓ Consumer demand for cosmetically perfect produce | ✓ Unnecessarily strict sell-by dates |

BENEFICIARIES



We distribute food to over **350** community projects and charities in Greater London spanning all areas of need.

@CITYHARVESTLONDON
CITYHARVEST.ORG.UK

UK COVERAGE

**COLLECTION
DELIVERY**



We collect food from all parts of the UK.

We distribute food within Greater London and surrounding counties.

A SUSTAINABLE SOLUTION TO SURPLUS

**WRAP UP AND ANY
OTHER BUSINESS**





THANK YOU
FOR WATCHING

