

HOW DO I GET IT TO MARKET?

WHAT DO
I NEED TO
GET MY
PRODUCT
ON A
SHELF?



AN INTERACTIVE
WORKSHOP ON
THURSDAY, 29
JUNE 2017

What do I need to get my product on a shelf?



Which market is best for your product?

This highly interactive workshop aims to help you get your food and drink product to market. The session will explore the market for food and drink products including tools you can use to assess the viability and attractiveness of your product's route to market.

Comparing the alternatives such as;

- › **wholesale,**
- › **direct retail**
- › **on-line and**
- › **major-multiple retailers,**

And exploring the advantages, potential costs, communications and wider requirements of trade and consumer markets including marketing and promotion methods. Participants will leave with some tools that enable them to apply the knowledge gained to apply to their own ideas and products.

The workshop will also touch on the issues of production versus contracting out to suppliers, Finance and market research methods.

Agenda

-
- 9.00 Registration
-
- 9.10 Interactive workshop exploring the routes to market, using tools that will help you decide which markets offer the best opportunity
-
- 12.00 Feedback and personal planning
-
- 12.30 Light refreshments
-
- 13.00 Individual one-to-one surgery session to discuss your own plan
-

Book on-line for just £25. For more information please visit:

www.eventbrite.co.uk/e/foodworks-sw-how-do-i-get-to-market-tickets-34887029043