

IS THERE A MARKET?

DO YOU
HAVE A
FOOD
IDEA?

AN INTERACTIVE
WORKSHOP ON
**THURSDAY, 15
JUNE 2017**

Do you have a food idea?



First in a series of workshops for new food & drink producers

First in a series of workshop events where you meet like-minded people seeking to develop their products. Covering Research, Marketing, Production and Finance, the series is open to anyone seeking to develop, produce and market food and drink products or services.

This highly interactive workshop is ideal if you have a food and drink product or service you want to take to market:

- › **How you might research and test your idea**
- › **How to take it to market**
- › **Test your product**
- › **Interpret results**

The session will also look at next steps for an idea, approaches to taking it to market, touching on manufacture versus contracting production and a brief look at how it might be financed.

Participants will takeaway templates for how they might carry out research as well as suggested methods for testing product ideas. The workshop will be followed by an afternoon surgery session.

The surgery is an opportunity to have a private one-to-one on your idea or project and discuss in confidence how you might develop or accelerate a food and drink product or service.

Agenda

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| 9.00 | Registration- introductions over coffee |
| 9.30 | Interactive workshop exploring research and marketing of new products and services with a mid-morning break for refreshments and discussion |
| 12.30 | Feedback and personal planning |
| 13.00 | Light lunch |
| 13.30 | 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-is-there-a-market-tickets-34887334958