

MAKE IT, OR GET IT MADE?

PRODUCE
OR USE A
CONTRACT
PRODUCER?



AN INTERACTIVE
WORKSHOP ON
**THURSDAY, 13
JULY 2017**

Produce or use a contract producer?



Do you make it? Or do you market it?

Many food and drink innovations rely on the creative intelligence of the creator and the expertise of professional producers who can convert the idea into a tangible, safe and consistent product. Alternatively, some new food and drink products' distinctiveness is wrapped up in the who, how and where it is made.

This highly interactive workshop aims to help you get your food and drink product made. Addressing the question of making it yourself or as many others now do; get it made for you. Exploring the merits and deficits of production versus getting an existing manufacturing company to make it under contract for you. There are options such as licensing too to consider. Is the brand or the recipe of value or does the value come from provenance or the making of the product?

The interactive workshop will aim to cover most alternatives. Exploring the advantages, potential costs, and risks associated with production.

Looking at Intellectual property rights, the creating and protection you might need.

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 |
| 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-make-it-or-get-it-made-tickets-34886759236