



**WELCOME TO YOUR
NEWSLETTER**

SUMMER 2010 EDITION

WELCOME

Dear all,

Welcome to the Summer 2010 edition of our newsletter. With more food products entering the market and expanding the range of products available, competition within the food industry is high. This article will be dedicated to product marketing advice and showcasing.

As always, we look forward to receiving your feedback and recommendations for future topics of interest.

Enjoy!

Croydon Food Group

The Croydon Food Group was invited to exhibit at a Food & Wine tasting evening for restaurateurs, caterers and bar owners at Costco Croydon on 14th June 2010. This event was a great success as it encouraged networking opportunities within the local business community and provided exposure for the Croydon Food Group.

All queries by members are welcome and can be sent to info@croydonfoodgroup.com or 020 7624 0533.

Members News

CONGRATULATIONS to Colette Emeruwa from Double-Take Cakes who was awarded second place at the 'Flowers and Sugar' Exhibition hosted by the National Sugar Art Association at the Bromley Civic Centre in Kent.

After entering the Eileen Swann Memorial Trophy section she was awarded second place which was a brilliant effort for the first time exhibitor and entrant. The criterion was a 2-tiered covered wedding cake decorated with edible mediums. Colette chose to make the fruit (pears and grapes) from marzipan and the body of the cake from sugar paste. The inspiration was an ancient Grecian theme with grapes, pears, vines with mosaic tiles and drapes around the cake.

CONGRATULATIONS to Alex Santos from Dos Santos Foods Ltd for the opening of his manufacturing unit. Alex celebrated his opening ceremony with family, friends and many officials from Croydon. We have incorporated pictures from this exciting event in this edition of the newsletter.

CONGRATULATIONS to Malcolm John Restaurants for winning the 2010 South London Business Awards for Entrepreneur of the year.

WELL DONE to Savio Azaredo of Curry Tree and Agnes Mannah of Aggy's Sauces who have successfully been exhibiting their products at shows all over the country. They attended this year's Ideal Home Show, the Real Food Festival 2010 and plan to attend the BBC Good Food Show later this year.

GET WELL SOON George Whatle of First Jerk City. One of Surrey Street market's most famous chefs is recuperating after two life threatening strokes. We wish him a speedy recovery.

EVENTS FOR YOUR DIARY



COOKING UP SUCCESS

BOOK NOW

www.bl.uk/bipc/cooking

Business & IP Centre – July 2010

Join us for a month of special events to help you set up and run a successful food or drink business, whether it's a restaurant, new product, bar or catering company.



**Kitchen sink dramas:
managing staff in the catering industry**
Monday 5

**Food, family business and fun:
an audience with Oliver Peyton**
Tuesday 13

Make, sell, grow
Wednesday 14

Future trends for food and drink
Tuesday 20

How to open your own eaterie
Monday 26

**Inspiring Entrepreneurs:
The secret ingredients of success**
Tuesday 27

**Start your own home-based
food business**
Thursday 29



MARKETING YOUR PRODUCT

Your business will only succeed if you sell effectively. You must know your market, and the outlets likely to be interested in your products. However, marketing is more than just advertising and selling your products. Many businesses fail to look at the 'bigger picture' which includes analysing your services on offer, your customers, your competitors and regional trends.

As a small business your operation is well suited to serving small, niche markets and even help set trends. Small companies tend to be quicker on their feet and closer to their customers. As a result, you are in a strong position to identify opportunities and develop new product ranges quickly.

There are various methods of promoting your product. The aim is to achieve maximum impact from a tight budget, so it is essential to plan your campaign carefully to achieve full value for money. There is much you can achieve yourself, but professional help is invaluable as it can be more effective. Buying freelance help when launching new products or attending tradeshows and food exhibitions are a useful way of promoting your product and reaching a wider audience.

This article aims to focus on getting the best possible outcome from the promotion of your products through successful marketing.

The Key To Successful Marketing

- What is unique about your business?
- What market positioning message do you want to communicate to your target buyers?
- Who is your target buyer?
- Who are your competitors?
- What is your distribution strategy?

Exploiting your USP and Market Position

What is USP? This is a business's Unique Selling Point. This is what differentiates your business and product from your competitors. Not only is your USP one of the most powerful marketing tools but also provides a base for market positioning.

Market position is the place you hold in the customers mind relative to the competition. So it is essential that your USP is visible and effectively highlights your products features and benefits in a simple yet effective method.

Your USP may be expressed via advertising, labelling, promotions and other marketing activities. It is important when considering market positioning to concentrate on the 'Four Ps of Marketing' and the 'Four Cs':

- Product
- Price
- Promotion and advertising
- Place (distribution)
- Company definition
- Competitors identification
- Consumer target definition
- Channels (distribution again)

Who is your target buyer?

There are many other forms of communication that can be used to reach your target buyer. Essentially, smart marketing is best achieved through non-traditional techniques that are executed inside your business and among your existing client base.

<u>Traditional v Non-traditional Marketing Techniques</u>	
<ul style="list-style-type: none"> • Mass media advertising • Press relations effort • Direct communication 	<ul style="list-style-type: none"> • Publicity stunts • Public relations • Creative marketing • Internet marketing methods

However, knowing who your customer is key to a successful marketing strategy. By researching your customer it allows a

business to adapt its services and products to its client base and gives an indication on how to reach their target buyer. Larger businesses tend to invest heavily to obtain more information so that they can segment the market and create a niche market for their products.

These are often based on customers:

- Demographics – age, sex, education, geographic location
- Lifestyle – hobbies, recreational pursuits, entertainment, holidays
- Life stage – refers to chronological benchmarking of peoples lives at different ages (pre-teens, teenagers etc.)
- Beliefs and value systems – religion, political views, cultural beliefs
- Psychographics – based on personality and emotionally based behaviour linking to purchasing choices (impulse buyers, risk takers etc.)

Smaller businesses can segment their markets and this does not involve large financial implications. It may be done through government or trade publications and secondary research.

With insight in to a business's target customer, marketing methods can be refined. For the purposes of the showcasing at exhibitions or events you may wish to consider the below flowchart.

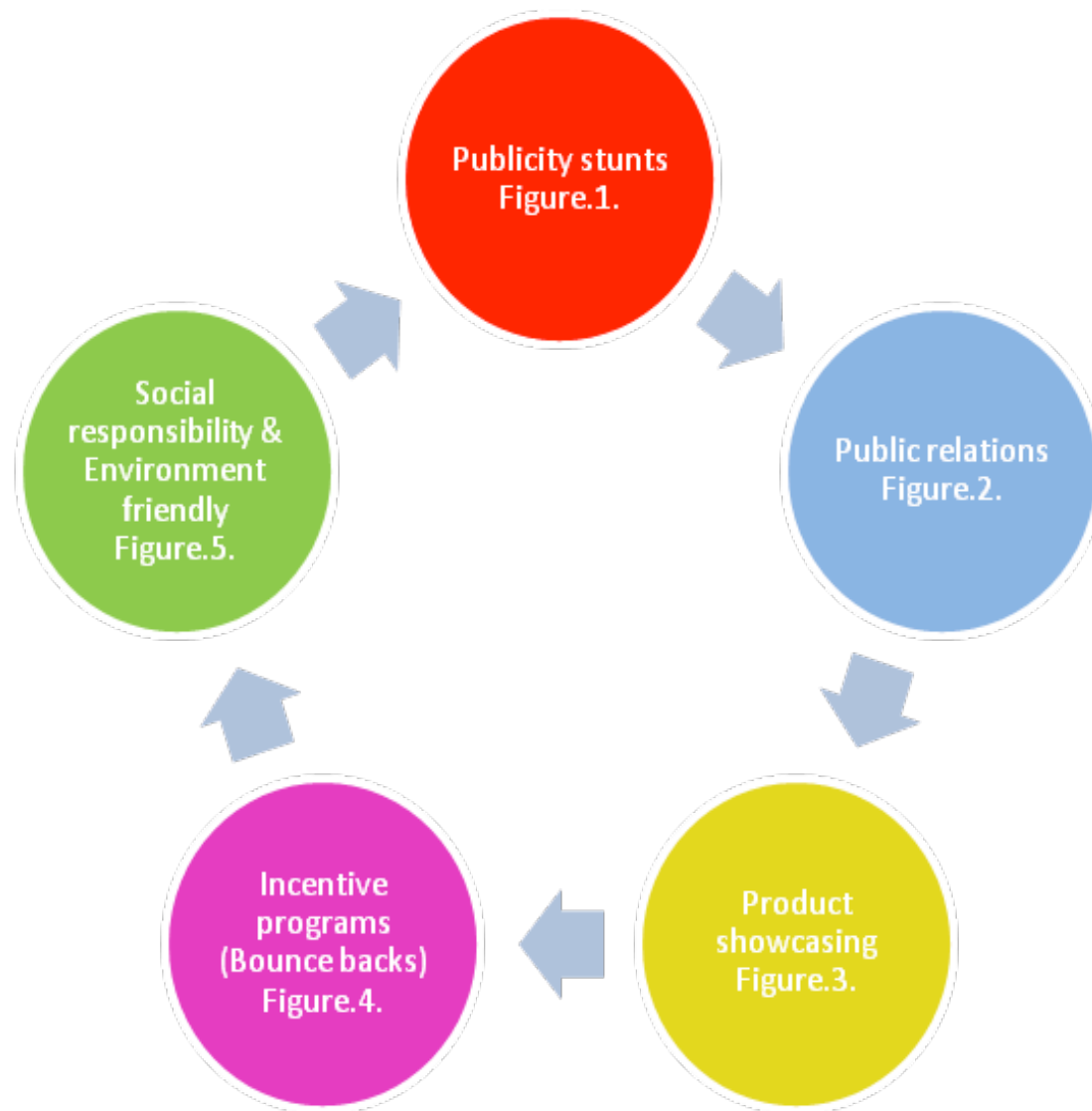


Figure.1.

The phrase ‘publicity stunt’ is often associated with a negative connotation by many food businesses as this conjures up images of traditional press relation efforts. However, if used in a non-traditional sense, a well constructed stunt can be worth its weight in gold in terms of positive exposure for your business.

Your ‘publicity stunt’ should be something exciting and newsworthy. The more unique the concept, the more media coverage it may receive not only locally but nationally. So being creative is definitely an advantage. How about a celebrity chef cooking challenge or attempting to beat a record from the Guinness Book of World Records or an Eating Contest?

Figure.2.

A successful public relations strategy effectively promotes your business’s attitudes and ethos. Not only is it an inexpensive method to increase your business’s exposure and prestige but makes you more approachable as a business.

The modern day customer is more informed than ever before and rightfully demands a great service. So by providing a friendly, flexible service you will be accommodating the busy modern day customer and build a relationship of trust. It is essential to not mislead or overwhelm your customer as this may result in a potential loss of sale or repeat sale

Figure.3.

Any opportunity to showcase or sample your product is an effective way to build recognition for your brand and individual products. For the purposes of showcasing your products at events, it is essential to remember the differences in product sampling when doing the demonstration kitchen and when handing out pre-packed samples.

<u>PRODUCT SHOWCASING</u>	
PREPACKED FOOD SAMPLES <ul style="list-style-type: none">• Product tasting of chilled food undertaken at the venue• Temperature controls must be maintained during transportation and distribution• Ambient products can be taken away	DEMONSTRATION KITCHEN SAMPLES <ul style="list-style-type: none">• Food cooked at the demonstration kitchen can not be used as samples for product tasting• Exceptions – pre-prepared foods cooked onsite maybe served• Temperature controls for hot holding apply

One of the best places to attract new customers is open markets and festivals. However, as there is plenty of competition at these events, it is essential that you consider all the aspects to a successful exhibition stall:

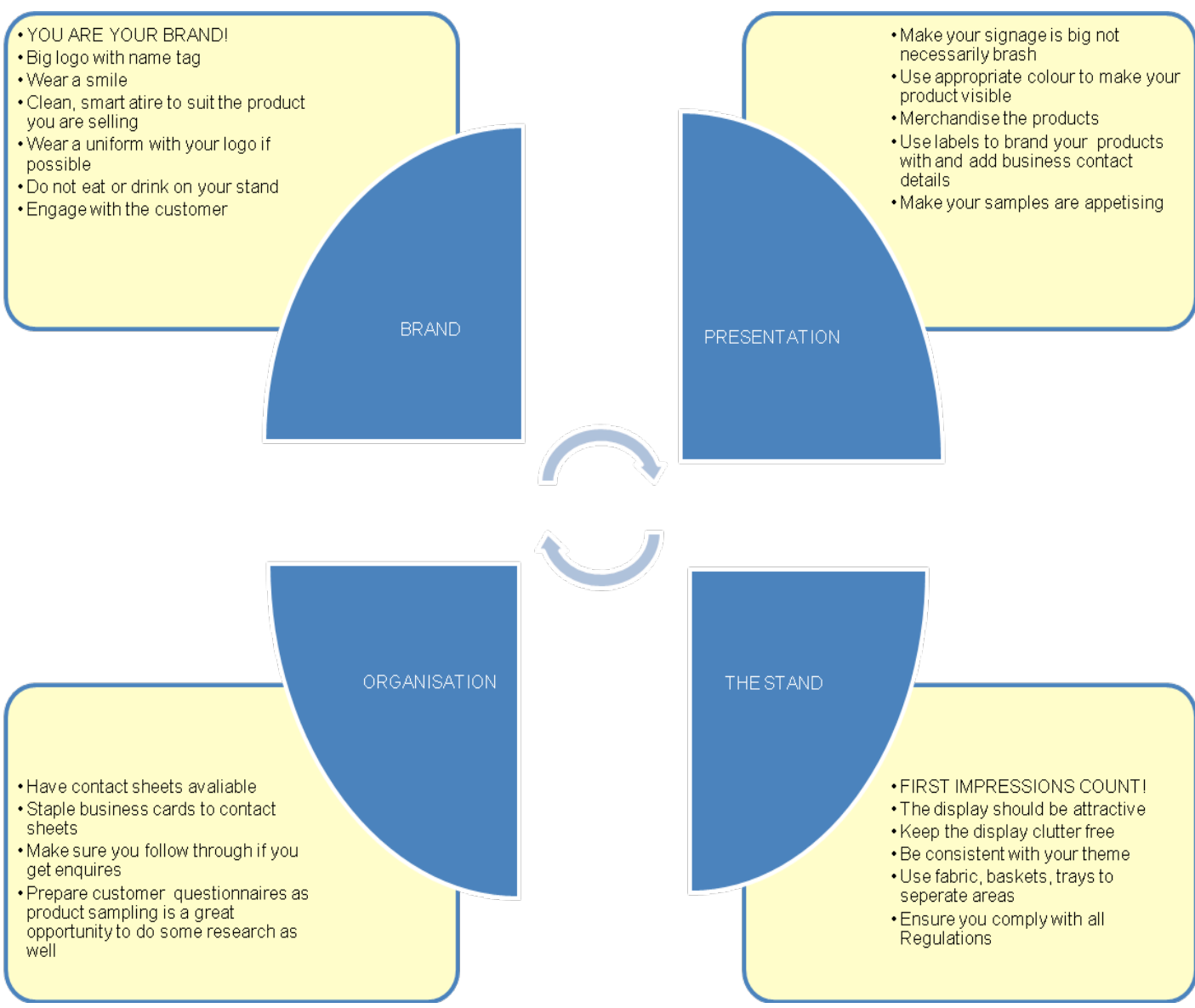


Figure.4.

Customer Incentive programs are a great mechanism for internal marketing to your existing customer base. These incentive programs vary depending on the business. Menu bingo, 30% discounts on your second visit, birthday programs and loyalty cards are just a few of the available options.

Figure.5.

Large corporations such as Nestle and United Biscuits take their social responsibility for their workers, the community they operate in and the environmental implications of their business very seriously. Recycling, global warming and pollution are just a few of the environmental issues that affect us all.

Many consumers respect corporations who embrace social responsibility. So by joining community programs or supporting the local council, you and your business will create more awareness for the cause. Furthermore, you may even increase your client base as the modern informed customer is highly likely to have similar environmental concerns and personally support these deserving causes.

Who are your competitors?

Having identified your business USP and target buyer, it is essential to identify who your direct competitors are. By determining what category and market segment your product will compete in, you will reduce the risk, the time, the resources and expense of entering a market.

It is more difficult to enter a market segment that is already saturated as the competition would be very strong. It would be

more beneficial for smaller businesses to enter a niche market by being the most cost effective product or by being such a unique concept that there is no other competitor. That said, sometimes the niche market is too expensive to enter:

For example, United Parcel Service has its own fleets of planes, custom-designed delivery trucks, and distribution centers, which keep competitors from easily entering the market and obtaining a price advantage.

While UPS is known for its low rates, it is also widely regarded as one of the best service companies in the world. UPS strives to create sources of business uniqueness (product differentiation) to maintain customers in the face of price discounts from competitors. UPS has well-trained personnel and service at all levels (e.g. instant computerized answers to customer inquiries). It also provides free computers, printers, and other automated equipment to customers as an added service, which again raises the cost of competing with UPS by a competitor.

On the other hand, UPS is also "infamous" for rough package handling. The UPS package "drop test" requirement for package strength and interior construction is a vulnerability in their product differentiation. Companies that ship fragile items like computers, glassware, and liquids often choose other carriers, even at higher expense. Thus, there may be a niche for smaller companies to enter the package delivery business, if they can provide "kid glove" treatment of packages.

©Toolkit

What is your distribution strategy?

If your marketing strategy is successful, the awareness and demand for your product will increase. If you are unable to provide an accessible and constant supply of products this will be detrimental to your business.

So it is essential that you have a distribution strategy that is reliable, accurate and convenient for your customers.



With local outlets, you may be able to handle distribution yourself. This is inexpensive, you retain control, and you can (and should) sell as you deliver. It is however time consuming and unlikely to be an option if you sell your products further afield. Distant markets make expansion difficult as you will need a carrier or wholesaler who will act as your ambassador and look after your products. The right carrier can act as your salesman but the wrong carrier may drive away customers. Only consider using your own transport if you are sure that you can control costs.

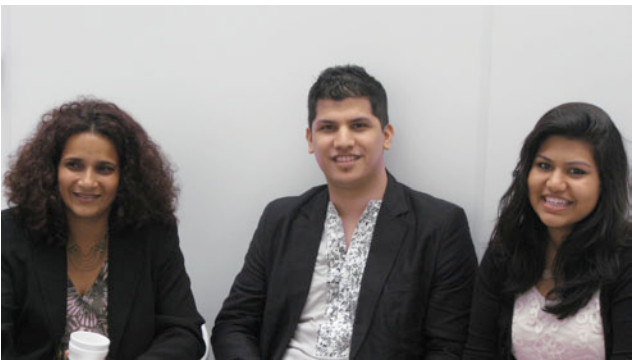
Carriers charge by weight, volume, distance or a combination of the three. You may also have other costs such as:

- Palletisation
- Shrink wrapping, which may be necessary if pallets are not self-stacking
- Customer requirements, which may require that orders are delivered at set times and to special assembly instructions.

On a final note

There are several components to creating a successful business, one key element being marketing. As we have seen, marketing does not have to be a costly process but can be just as effective with a small budget if businesses use creativity in their strategy and approach.

DOS SANTOS FOODS LTD OPENING CEREMONY
29TH MAY 2009



CROYDON FOOD GROUP MEMBERS EXHIBITING AT THE IDEAL HOMESHOW 2010



Agnes Mannah from Aggy's Sauces uses a unique blend of African herbs and spices in her delicious sauces. For every bottle of sauce sold, a percentage of the proceeds go to a charitable foundation that feeds orphaned African children who have lost their parents to Aids.



Savio Azaredo from Curry Tree showcasing his exciting range of exotic products. His extensive product range offers 'a little something for everyone'. Savio's products proved very popular and were used in the demonstration by the chef Anjum Anand.



Ash Krishnan from Cut Carbon UK exhibiting at the Ideal Home Show with Ecocamel Water Energy Saving Showerhead. Cut Carbon products aim to increase your profits by reducing your carbon footprint.

CROYDON FOOD GROUP MEMBERS LIST

COMPANY NAME					
1	A Torre	24	Chick Peri Peri	47	Fushia
2	Aggy's Sauces	25	CoCo Mama Food Supplies Ltd	48	Good Food Matters
3	Albert's Table	26	Community Music Skills	49	Goodness Cake
4	Aroma Cafe	27	Crazy Chicken	50	Green Dragon Pub
5	Armadillo Training	28	Creole Cuisine	51	Grove Catering
6	Atlantico Ltd	29	Crown Bakery	52	Halal School Foods
7	Bake me a cake	30	Cut Carbon UK	53	Health is your wealth
8	Baan Thai	31	Delicias - The Cakery	54	Heaven Catering
9	Bagatti's	32	Domali Café	55	India Dining Tapas
10	Bar Red Square	33	Dos Santos Foods Ltd	56	Indulgence Confectionery
11	Bene Bakers	34	Double - Take Cakes	57	Inspired Creations
12	Blue Jay Café	35	Europa Fried Chicken	58	Kato Enterprises Ltd
13	Big Snapper	36	Express Pizza	59	Khyber
14	Boomfield	37	FB Bakery	60	La Baguette
15	Buenos Aires Restaurant	38	First Jerk	61	La Fille Bantu
16	Buffalo Catering	39	Fish & Grill	62	Le Cassoule
17	Café Panini	40	Flavaz First	63	Los Toreros
18	Cake Someone Special	41	Flavours of Norbury	64	Mediterranea
19	Carmen's Rose Restaurant	42	Fly Design	65	My Little Wrapper London
20	Carr Foods Ltd	43	Food 4 Chefs	66	Natal Lodge
21	Casablanca Café	44	Foods For Life Nutrition	67	New Wok's Cooking
22	Chat House	45	Frankies Diner	68	Norma's Cakes
23	Chettinadu Aachimasala Restaurant Ltd	46	Freelance Journalist	69	Number 10 Coffee Blend LTD

COMPANY NAME

70	Oliver's Kitchen	84	Stayseal
71	Optimum Health & Nutrition	85	Sucre Sale
72	Pat a Cake	86	Sunshine Tropical
73	Paul Wayne Gregory Ltd	87	Tarts and Tease
74	Peppertons	88	The Glamorgan Gastro Pub
75	Perry's Bakery	89	The Orchard Pub
76	Positively Marvellous Temptations	90	The Rubicon Restaurant Co.
77	Purity Trading	91	Tipsy Cake Boutique
78	Rameses	92	Trini Roti
79	Roti Masters	93	Trio Deli Ltd
80	Santok Maa's Bhel Phoori House	94	Unc Snacks
81	Spice Empire	95	V & E Events
82	Spice Express	96	Zaal Restaurant
83	Sonu Halaal Meats		

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