

# Building Business Resilience in the Food and Drink Sector: Focus on Profitable E-commerce

**When: 9:30am Wednesday, 9th September 2020**  
**[Register here](#)**

For many food and drink businesses, the ability to pivot to an e-commerce trading model has been critical during the Covid-19 pandemic, particularly as buying food and drink online has risen so sharply amongst consumers.

A match made in heaven, or yet another way to haemorrhage precious cash reserves? This webinar will highlight the different e-commerce models and talk through pricing and margin models to ensure that your e-commerce model adds to, rather than detracts from, your profitability.

## **Our guest speakers will be:**

John Taylerson – Investor Ready, BIC Innovation  
Lauren Smith – Food & Drink Wales Drinks Cluster, Levercliff

## **Register here:**

**[https://us02web.zoom.us/webinar/register/WN\\_4Hi-O9c6xTb68\\_Xym4bbjMw](https://us02web.zoom.us/webinar/register/WN_4Hi-O9c6xTb68_Xym4bbjMw)**



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