



Trading Opportunities with Aldi for Welsh Companies

Following a recent meeting with Welsh Government, **Aldi** have expressed renewed interest in being **introduced** to Welsh Food & Drink suppliers which can supply into any of their food & drink categories.

Aldi are an attractive opportunity for suppliers as the retailer continues to develop their store portfolio, which broke through the 600 mark in October 2015. Aldi stores are typically one size and contain a concise range of **c.1,350 products**. Suppliers to Aldi are benefiting tremendously from the retailer's UK grocery sales growth, +20.3% in the 52 weeks to 6th Dec 2015.

Aldi have a strong emphasis on offering good quality at the right price and they are looking for Welsh suppliers who can meet their specific criteria that can supply into their **own label ranges**. The opportunity for Welsh producers with Aldi is typically to supply national own label products on a regional basis e.g. into **Neston (Wirral) and/or Swindon depots** which are the closest depots to the Welsh region. Aldi have begun work on a new depot in Cardiff which is intended to be operational in the 1st quarter of 2017. However, there may be an opportunity for suppliers to propose new or additional products to Aldi for consideration, providing there is compelling evidence to do so.

Suppliers who express an interest in being introduced to Aldi must meet the following criteria to be considered for acceptance by Aldi onto the Welsh Government support programme:

- Experience of **supplying own label to other retailers**
- Have **capacity to manage volumes and consistent supply** into Neston and Swindon – c100 stores.
- Have **BRC technical accreditation**

A list of suppliers meeting the above criteria will be forwarded to Aldi. If accepted by Aldi at this stage, a supplier will receive a short programme of support from experienced mentors appointed by the Welsh Government – after this the supplier is in position to contact Aldi directly. *The Welsh Government support programme will include the following:*

- A **one-to-one meeting/telephone call between supplier and the mentor** at the supplier's premises to prepare for submissions to Aldi. The following is required to be submitted to Aldi:
 - **Aldi Capability Forms**
 - **Supplier Presentation** with Product Photographs.
- Suppliers will receive the latest insights from their mentor into how Aldi works.

Following submission of the Aldi Capability Forms and the Supplier Presentation, the process is as follows:

- Supplier awaits contact from the **Aldi Buying Assistant** for the category in question
- Buying Assistant recommends the supplier for a meeting with the Buying Director
- Supplier meets the Buying Director - the **Buying Director** will decide to approve the supplier's inclusion on the **tender list**.
- When the next tender arrives, the Supplier will be contacted to alert them of the upcoming **Tender**.

To find out more information or to register your company, please reply to bwyd-food@levercliff.co.uk by COP Friday 5th February.

BWYD A DIOD CYMRU FOOD AND DRINK WALES



Trading Opportunities with Compass for Welsh Companies

Following the recent Welsh Government Foodservice Seminar, Compass has expressed an interest in being introduced to Welsh Food & Drink suppliers who can supply into any of their food and drink categories.

Compass is a world-leading foodservice and support services company with annual revenues of over £17bn, with £1.8bn in the UK, and it is an attractive opportunity for suppliers interested in supplying into the foodservice sector, either on a regional, national or international basis. Within Wales alone, Compass operates 354 catering units. Compass operates across a number of sectors including Business & Industry, Education, Healthcare, Offshore, Remote and Defence as well as Sport and Leisure. Within each of these sectors, it operates a range of foodservice outlets including, In House Restaurants, Fine Dining, Café Outlets, 'Retail' Convenience and Vending. Therefore Compass offers significant potential for Welsh food and drink suppliers with products suitable for this sector and which offer a point of difference to existing suppliers.

At this point in time Compass has not set any minimum criteria for suppliers who wish to express an interest in being introduced to them, however, this is stage one of a filtering process, and companies are being asked to complete the attached Profile, which will then be sent to the relevant category buyer for them to make an assessment on whether or not they feel there is any potential for the product in the business. This profile should be kept to 2 pages with a third page used for photography if you so wish.

Should the buyer feel there is potential, then you will be invited to meet with the buyer to present in person. All companies invited to buyer meetings will receive a short programme of support from experienced mentors appointed by the Welsh Government. The Welsh Government support programme will include the following:

- A **one-to-one meeting/telephone call between supplier and the mentor** to prepare for submissions to Compass
- Support with **Supplier Presentation** with Product Photographs.
- Suppliers will receive the latest insights from their mentor into how Compass works.

To find out more information or to register your company, please reply to bwyd-food@levercliff.co.uk by COP Friday 5th February.

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Trading Opportunities with Lidl for Welsh Companies

Lidl are a major UK discount retailer with over 600 stores in the UK overall and over 50 stores in Wales. In recent years, they have been one of the major retail successes in the UK and have recorded growth of c.16% in 2015 – they enjoy c.4.1% share of the UK Grocery sector making them the UK's 8th largest grocery retailer.

Following recent engagement, Lidl are keen to receive information on interested Welsh Food & Drink suppliers. Suppliers who express interest must meet the following criteria:

- Demonstrate an understanding of Lidl's current offering and how the supplier can enhance Lidl's offer to customers
- Have **BRC technical accreditation**

A list of suppliers meeting the above criteria will be forwarded to Lidl along with a brief supplier profile. Once Lidl confirm interest at this stage, a supplier will receive a short programme of support from experienced mentors appointed by the Welsh Government. Support will include:

- A one-to-one meeting/telephone call between supplier and the mentor to prepare for submissions to Lidl
- Suppliers will receive the latest insights from their mentor into how Lidl works.
- Follow up telephone call post the Lidl meeting to ensure the business is supported to follow through on next steps from the meeting

To find out more information or to register your company, please reply to bwyd-food@levercliff.co.uk by COP Friday 12th February.

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Trading Opportunities with Netto

Netto is a discount retailer in the UK – it is a Joint Venture involving leading UK multiple retailer Sainsbury's and Danish retailer Dansk Supermarket. If successful, the next stage of the joint venture will see the new format rolled out across the country presenting suppliers with a useful growth opportunity.

Following a recent meeting with Welsh Government, Netto have expressed interest in being introduced to Welsh Food & Drink suppliers who can supply their 15 UK stores. This invitation is open to companies who feel they can supply Netto with Own Label products or with their Brands.

Suppliers who express an interest in being introduced to Netto must meet the following criteria:

- Demonstrate an understanding of **Netto's** current offering and how the supplier can contribute to Netto's offer to customers
- Be prepared to supply as little as **15 stores** in the short term.
- Have **BRC technical accreditation**

A list of suppliers meeting the above criteria will be forwarded to the Netto buying team for consideration along with a short supplier profile. If suppliers are of interest, they will receive support from experienced mentors appointed by the Welsh Government before being introduced to meet Netto's buyers directly in London. Support will include:

- A one-to-one meeting/telephone call between supplier and the mentor to prepare for submissions to Netto
- Suppliers will receive the latest insights from their mentor into how Netto works.
- Follow up telephone call post the Netto meeting to ensure the business is supported to follow through on next steps from the meeting

To find out more information or to register your company, please reply to bwyd-food@levercliff.co.uk by COP Friday 12th February.

BWYD A DIOD CYMRU FOOD AND DRINK WALES



Trading Opportunities with Sainsbury's

Following a recent meeting with Welsh Government, **Sainsbury's** have expressed interest in being introduced to Welsh Food & Drink suppliers. This invitation is open to companies who feel they can supply Sainsbury's with Own Label products, or with their Brands.

Sainsbury's are an established retailer in Wales with c.30 stores out of a total UK store portfolio of 1,200. Their store portfolio can be broken down into 2 major segments: c.600 Superstores, and c.600 Convenience Stores (better known as JS Local). They also have a very successful online business. Of the big 4 retailers, Sainsbury's have had the strongest performance over the last 52 weeks in Grocery having grown by 0.2%. In Food & Drink, they are No.2 in the market behind Tesco with 16.3% share of the market.

Suppliers who express an interest in being introduced to Sainsbury's must meet the following criteria:

- Demonstrate a **Point of Difference** to Sainsbury's current category buyers
- Have **BRC technical accreditation**

A list of suppliers meeting the above criteria will be forwarded to Sainsbury's for consideration along with a short supplier profile. If suppliers are of interest, they will receive support from experienced mentors appointed by the Welsh Government before being introduced to meet Sainsbury's category buyers directly in London. Support will include:

- A one-to-one meeting/telephone call between supplier and the mentor to prepare for submissions to Sainsbury's
- Suppliers will receive the latest insights from their mentor into how Sainsbury's works
- Follow up telephone call post the Sainsbury's meeting to ensure the business is supported to follow through on next steps from the meeting

To find out more information or to register your company, please reply to bwyd-food@levercliff.co.uk by COP Friday 12th February.

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Trading Opportunities with Sodexo for Welsh Companies

Following the recent Welsh Government Foodservice Seminar, Sodexo has expressed an interest in being introduced to Welsh Food & Drink suppliers who can supply into any of their food and drink categories.

Sodexo is a world-leading foodservice and support services company with revenues of over £1.35bn in the UK alone (£620m of this turnover being food operations) and is an attractive opportunity for suppliers interested in supplying into the foodservice sector, either on a regional, national or international basis. It operates across a number of markets including, corporate, government services (justice, defence), healthcare, schools, universities, sports and leisure, energy and resources. Sodexo's catering operations include, vending, prepared foods, delivered meals, hospitality events, nutrition and retail stores. Therefore Sodexo offers significant potential for Welsh food and drink suppliers with products suitable for this sector and which offer a point of difference to existing suppliers.

At this point in time Sodexo has not set any minimum criteria for suppliers who wish to express an interest in being introduced to them, however, this is stage one of a filtering process, and companies are being asked to complete the attached Profile, which will then be sent to the relevant category buyer for them to make an assessment on whether or not they feel there is any potential for the product in the business. This profile should be kept to 2 pages with a third page used for photography if you so wish. Please note as diversity of its supplier base is important to Sodexo, there is a question in the profile regarding company ownership which needs to be completed. Should the buyer feel there is potential, then you will be invited to meet with the buyer to present in person.

All companies invited to buyer meetings will receive a short programme of support from experienced mentors appointed by the Welsh Government. The Welsh Government support programme will include the following:

- A **one-to-one meeting/telephone call between supplier and the mentor** to prepare for submissions to Sodexo
- Support with **Supplier Presentation** with Product Photographs.
- Suppliers will receive the latest insights from their mentor into how Sodexo works.

To find out more information or to register your company, please reply to bwyd-food@levercliff.co.uk by COP Friday 5th February.

BWYD A DIOD CYMRU FOOD AND DRINK WALES



A Unique Trading Opportunity for Welsh Food and Drink Companies

The Welsh Government have identified the need to support farmers and producers in 2016 focusing on how to supply and benefit from the ever expanding diverse foodservice and restaurant markets.

Announcing a unique opportunity and inviting you to take part in a Showcase Event food and drink targeted at chefs and buyers who are looking for quality ingredients to cook and serve to their discerning clientele. Chefs that have agreed to attend are from the Caprice Group, Houses of Parliament in Westminster, Rotunda in Kings Cross, Fortnum & Mason, Café Royal and Café Spice Group.

In addition there will also be the opportunity to discuss potential distribution with key companies including Billfields of London, Hook & Line Seafoods, Harvey Brockless, Yes Chef, Café Royal and Café Spice Group.

Event Details

Thursday 10th March 2016

The Welsh Government Office, 25 Victoria Street, Westminster, London SW1 0EX

Time – 9.30am – 3.30pm

Producers who express an interest in attending the event must meet some of the following criteria to be considered for inclusion.

- Produce a product that would be considered suitable for being used by chefs that has strong provenance and an emphasis on quality.
- Be prepared to attend the event and work with the organising team with regard to preparing samples, company backgrounds and information.
- Have experience in supplying chefs locally in Wales and have the capacity to consider supplying the London market.
- Have and would be willing to work with third parties to establish distribution links.
- Already have distribution in this market but looking to supply new customers.
- Have sound food safety accreditation, processing and production.

If you are successful in being selected then you will be supported in the preparation for the event, at the event itself and a follow up telephone session with an experienced mentor.

To register your interest please reply no later Wednesday 10th February to bwyd-food@levercliff.co.uk and insert the words London Showcase in the subject box.

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Urgent: Compass Meat Tender Opportunity

Compass are currently inviting interest from Welsh companies to tender for the opportunity to supply meat & poultry products. This could be to supply their contracts UK wide and not just Wales.

If you would like to register your interest, then please review their “Meat & Poultry Sourcing Standards” attached to this email.

If your company can meet Compass Group’s requirements and want to take part in the tender process you will need to complete the attached company profile and then register your interest by sending the completed profile to bwyd-food@levercliff.co.uk by COP Friday 29th January.