

Organised by the Food and Drink Wales Industry Board
and the Fine Food Cluster – The Voice of the Food
and Drink Industry



TUCK IN™ FOOD & DRINK MARKETING MASTERCLASS

Thursday 16 May 2019 | 9am-5pm | Llannerch Vineyard | Hensol | Vale of Glamorgan | CF72 8GG



Chris Haywood
KANTAR
WORLD PANEL



Jim Cregan
JIMMY'S
ICED COFFEE



Rupert Ellwood
WAITROSE



Lucy Wright
NICE



Nicol
Harrison-Dwyer



David Levin
THAT LOT
SOCIAL MEDIA



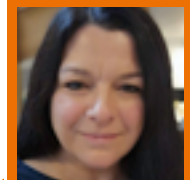
Glenn Tutssel
BRAND
INSPIRATION LTD



Tessa Stuart
IN STORE BRAND
RESEARCH



Ilana Taub
SNACT



Caroline Hanna

KANTAR WORLD PANEL



Waitrose



• KEYNOTE
SPEAKERS

• BOOK ONE-TO-ONE
SESSIONS WITH LEADING
INDUSTRY EXPERTS

HEADLINE SPEAKER



Headline Speaker:

Lesley Griffiths AM

Minister for Environment,
Energy and Rural Affairs

TUCK IN™ will be an inspirational event. Organised by the **Food and Drink Wales Industry Board and the Fine Food Cluster**, the focus of the day will be on hearing the latest thinking from food and drink brand owners and practitioners to enable you to develop your marketing. It is a unique opportunity to hear from the leading communicators of today who have the skill to get the message out there, create that all important brand traction in the market and deliver growing sales performance.

- Take time out to really think through your marketing plan for your next stage of growth
- Hear the latest thinking from leading challenger brands & retailers
- Market Insight – find out where the latest trends are likely to take us
- Book one-to-one sessions with industry practitioners
- Network with food and drink industry peers



TUCK IN™ is focused on delegates working in food and drink companies in Wales, places are limited for the event so early booking is advised.

KEYNOTE SPEAKERS



KANTAR
WORLDpanel

Chris Hayward

Head of UK Business Development
Kantar Worldpanel

TRENDS AND INNOVATIONS

- Top line review of GB vs Wales retail – and key shopper trend changes. Who's growing and why?
- Top line review of GB vs Wales Out of Home – key trends coming through, which areas are growing?
- Sugar Tax etc – what are we seeing? Any effected categories, over the last year & signs of tax effect?
- How have different categories fared?
- The growth in "health" leading innovation including protein, free from, superfoods etc.



NICE
WINE FOR WHENEVER

Lucy Wright

Co-founder, *Nice*

BUILDING A DISRUPTIVE BRAND

Nice the UK's first still wine in a can, disrupting an old and stuffy category, to create a lifestyle brand that women (and men) will be want to be seen with. It is a wine for every woman, yep even the Instagram babes; one that celebrates the highs and lows of everyday life -the good, the bad, and the downright ridiculous. *Nice* launched into Sainsbury's nationwide in February 2019 and can be found online, in independents, train stations and on the festival scene. It's #WineForWhenever.



That Lot

David Levin

Creative Director, That Lot Social Media

SOCIAL CONTENT MASTERCLASS: THE BEST AND WORST OF SOCIAL MEDIA

To help attendees at TUCK IN™ raise their game on social media, David Levin will take you on a journey through some of the best and worst social content of recent times. David's social agency, That Lot, which he founded with writer/actor/comedian, David Schneider, create content and run social feeds for Channel 4, Jamie Oliver, Nando's and Have I Got News For You. The talk will cover tone of voice, design, video, live broadcasting, paid social, engagement and social innovation with a focus on food and drinks brands.



Jim Cregan

Founder, Jimmy's Iced Coffee

FROM PASSION TO PROFIT

Jimmy's Iced Coffee founder Jim Cregan shares his story of setting up one of the UK's most-loved coffee brands. In five years, Jimmy's Iced Coffee has gone from being a backroom experiment in a Dorset café to a recognised brand stocked by Waitrose, Ocado, Tesco, Morrisons and Whole Foods. Their strap line is 'Keep Your Chin Up', and is the foundation of what Jimmy's is all about.



Waitrose

Rupert Ellwood

Head of Marketing, Waitrose

BRANDS WITH PURPOSE

Rupert is an authentic and inspirational leader. Truly committed to the Waitrose brand, he is bold in advocating fresh ways to further its service to the customer. Rupert is infectiously optimistic. He looks for new opportunities, and without being reckless, will always urge others away from safe strategies, preferring to encourage new and innovative ideas.

BOOK ONE-TO-ONE SESSIONS WITH LEADING INDUSTRY EXPERTS



Glenn Tutssel

Founder, Brand Inspiration Limited

THE ART OF BRAND BUILDING

Born in Barry, Glamorgan, South Wales, Glenn graduated from the London College of Communication with a First-Class Honors Degree in Graphic Design & Communications. In 1993 he created and co-founded the Brand Union with Martin Lambie Nairn specializing in branding for both on and off screen. Clients included the BBC, S4C, BT, Royal Mail, William Grant and Diageo. After selling Brand Union in 2001 to WPP, Glenn then set up Brand Inspiration in 2014 specializing in premium brands. Glenn is a non-executive director of the Welsh Whisky Company and created the Penderyn brand. Glenn is also a Freeman of the City of London. He has won numerous awards for his work including eight Communication Arts Award of Excellence, four D&AD Yellow Pencils, four International Clio's, Graphis Platinum and Golds and the Royal Mail's Roland Hill Award.



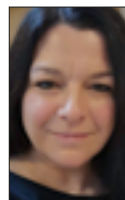
Nicol Harrison-Dwyer

FOOD SERVICE IN LONDON

Nicol has 20 years' experience in the hospitality industry spanning a variety of businesses including Carluccio's, All Star Lanes and as Market boss for Dinerama Shoreditch with London Union. Nicol is now General Manager for Grind & Co, a successful London coffee and restaurant brand with locations across the city which blend into bars after hours. She has worked with big brands and independents, small and large capacity, street food, pop ups, permanent, new openings, multifaceted venues and more.

TUCK IN™ will provide an opportunity for you to book one-to-one fifteen minute sessions with industry practitioners. The one-to-one sessions will run alongside the TUCK IN™ speaker programme during the day.

When you book to attend TUCK IN™ you will be asked to select if you would like to reserve an appointment.



Caroline Hanna

Director, Authentic Marketing

Caroline will provide insight into the process of branding, positioning and identifying your target consumer in order to develop a winning Marketing strategy.

Caroline is a Food Marketing Consultant specialising in Branding, Marketing Strategy and Communications. Broad industry experience, gained at a senior level in organisations ranging from multinational FMCGs (MARS) to SME's and small artisan producers. An excellent communicator with a track record of developing small scale, local brands into pan-European successes. Recent work has focused on the Food industry within Wales with significant success, including the development of multimillion-pound Blas Y Tir brand, for grower owned business Puffin Produce Ltd. A highly seasoned mentor and coach with expert knowledge of all elements of the marketing mix. Expertise in establishing strategic and cost-effective marketing plans, to widen consumer reach and lead to business growth.



Tessa Stuart

Product Researcher and Strategist

Gain feedback on branding, messaging and stand out shelf presence – a retail shelving unit will be available to aid the discussion.

Tessa Stuart is a shopper stalker, and interviews hundreds of shoppers a year, right there at the supermarket shelves as they are buying food products. She works with global brands and one-man bands to research their products with real shoppers and to make sure that their branding really stands out. She is the author of two best-selling food business books, Packed: The Food Entrepreneur's Guide and Flying Off The Shelves, both available on Amazon.



Ilana Taub

Co-Founder, SNACT and MI Consulting

A 15 minute sustainability 'audit' drilling into the brands sustainability credentials, messaging and strategy.

Ilana Taub is a co-founder SNACT and MI Consulting. SNACT make wholesome, delicious snacks from surplus UK fruit, which would otherwise be thrown away, and pack them in plastic free compostable packaging to fight plastic waste. Prior to starting SNACT, Ilana worked a variety of finance and sustainability related roles. In 2014, she was selected as a London Leader by the GLA (Greater London Authority) and the Mayor of London, and is a fellow of the Unreasonable group – an organisation aiming to support entrepreneurs who are bending history in the right direction. In 2018, SNACT was sold to GFT Retail. Ilana now spends her time helping other food and drink businesses embed sustainability.



YOUR HOST • THE VENUE



Russell Ferguson

Chartered Marketer and
Food and Drink Marketing specialist

Russell is a Chartered Marketer with 30 years experience of providing practical marketing and sales solutions to companies working in home and export markets. Russell has a long experience of working with Welsh food and drink businesses. He is known for delivering strategic thought and practical advice through delivery of 'one to many' sessions on marketing, exhibitions and 'one to one' interventions on specialist marketing and sales issues. He is a Chartered Marketer and has a post graduate teaching qualification.

Llanerch Vineyard

Llanerch Vineyard is located two minutes' drive from Junction 34 of the M4. Exit the M4 motorway at Junction 34, take the first exit if approaching from the East (London) or the third exit if approaching from the West (Carmarthen). Then take your first right towards Pendoylan. Again take your first right (approx. 300m). Follow the road around the corner, and up the hill past a row of houses. Continue up the hill for 200m, and you will see the signs for Llanerch Vineyard on your right.

TUCK IN™ Lunch

A buffet lunch will be provided by the team of 18 chefs lead by Executive Head Chef Michael Hudson and is included within the delegate fee.



TO BOOK YOUR PLACE

The cost to attend is £25 + VAT per delegate which includes the buffet lunch by Llanerch Vineyard Chefs. Early booking is advised as places are limited. Please let us know of any dietary requirements.

To reserve your place please email Siân Stacey

e: sian.stacey@menterabusnes.co.uk

t: 07957 191908

TUCK IN™ FOOD & DRINK
MARKETING
MASTERCLASS

Organised by the Food and Drink Wales Industry Board and the Fine Food Cluster – The Voice of the Food and Drink Industry

Growing business through collaboration

