



## FREE Consumer Insight Workshop for the Food Sector

(Open – free of charge - to all small and medium-sized fish and food enterprises in partnership with Scottish Organic Producers Association)

Date	<b>30 November 2009</b>
Timing	<b>10.00 - 14.30</b>
Venue	<b>Lecture Theatre A SAC King's Buildings, West Mains Road Edinburgh EH6 3JG</b>

This event is aimed at assisting small and medium-sized food businesses to gain a better understanding of consumer preferences with respect to their products. Such information can greatly help the development of your products and marketing activities, **whether you are very small or medium sized – or engaged in direct marketing, sales through wholesalers and independent retailers, or are selling through supermarket chains.**

The workshop will explain the nature of the market information data available to you through the workshop and present examples of the type of analysis that can be provided using this data. The information itself relates to weekly supermarket purchasing data from a panel of 1.4 million UK households, but special analyses can be made focussing on different parts of Scotland and different types of shopper.

Straight after the event a **complimentary report will be produced specifically for you, which will be focused on products of importance to your business.** You will be able to specify the **products** that you wish to feature in the report.

The workshop is funded by Scottish Enterprise and SAC and is provided in conjunction with the Centre for Value Chain Research at the Kent Business School. **There is no cost for businesses to attend or to receive a tailored report of your choosing.**

To help us focus the event on products of interest to you, **we ask you to complete the attached Consumer Insight form and return** it with this Registration Form to Debs Roberts, SOPA Development Manager, [Deborah.roberts@sfdc.co.uk](mailto:Deborah.roberts@sfdc.co.uk) or fax 0131 335 6601

**Consumer Insight Workshop**  
30<sup>th</sup> November 2009



## **Registration Form**

**NAME**

**BUSINESS NAME**

**SOPA No**

**Number of people attending from your organisation**

**Dietary Requirements**

**Please return this form AND the attached *Consumer Information Request Form* to**

**[Deborah.roberts@sfgc.co.uk](mailto:Deborah.roberts@sfgc.co.uk)**

**Or Fax 0131 335 6601**