

FREE EVENT



# INVITATION

TO OUR FOOD AND DRINK INDUSTRY FORUM

**FOOD FOR THOUGHT**

OPPORTUNITIES FOR SUCCESS IN CHALLENGING TIMES

**TUESDAY 19TH MAY 2009**



Featuring  
celebrity chef  
Lesley  
Waters

Organised by



Supported by



*The heart of England*

The West Midlands Region



**ITFutures**  
PROVIDING ADVANCED SOLUTIONS

# FOOD FOR THOUGHT

OPPORTUNITIES FOR SUCCESS IN CHALLENGING TIMES

TUESDAY 19TH MAY 2009



## Passionate about your business?

**If your business is fanatical about food and drink, don't miss out on your opportunity to attend Food for Thought, Coventry and Warwickshire's first dedicated Food and Drink Industry Forum.**

This is your chance to mix with up to 100 other food service businesses, local producers and retailers, in a lively, social and dynamic environment, to learn how you can make a positive difference to your bottom line throughout 2009.

- Discover free and inexpensive marketing ideas to drive forward your business and stay ahead of the competition
- Stir your culinary imagination and be inspired by our celebrity chef Lesley Waters, as she creates a series of 'signature dishes' using local produce
- Join our experts as they share best practice and debate the hot topics that directly affect your business
- Keep your customers and reach new markets
- Talk directly to local producers and discover the fascinating stories behind their produce
- Join us for the launch of the 2009 Coventry & Warwickshire Food and Drink Awards

## Venue



Food for Thought is being held at the Macdonald Ansty Hall Hotel, Nr Coventry. The hotel is easily accessible from all parts of Coventry & Warwickshire and is very well connected to the motorway and trunk road network via the M6, M69 and A46.

Macdonald Ansty Hall  
Ansty  
Nr Coventry  
Warwickshire  
CV7 9HZ



# TIMETABLE AND WORKSHOP PROGRAMME

- 09.30** Registration and Networking
- 10.15** Introduction and Welcome
- 10.20** A Taste of Coventry & Warwickshire - Breakfast Cooking Challenge
- Celebrity chef Lesley Waters, will share the benefits of using local produce and provide hints, tips and ideas for cost effective dishes
- 11.05** Quick Bite Workshops Session 1 - choice of 4 workshops (see below)
- Followed by Morning Coffee into....
- 11.40** Quick Bite Workshops Session 2 - choice of 4 workshops (see below)
- 12.15** Marketing for a £1.00
- Marketer Geoff Ramm, will outline practical hints, tips and techniques to market your business for £1.00
- 12.45** Lunch and Networking
- 13.45** Launch of the 2009 Coventry & Warwickshire Food and Drink Awards
- 14.00** A Taste of Coventry & Warwickshire - Lunch Cooking Challenge
- Celebrity chef Lesley Waters and Rob Ward, food, retail and marketing consultant, will share current information on consumer demand for local sourcing
- 14.40** 2009 Your Year of Creativity and Opportunity
- Enthusiastic marketer Geoff Ramm, will inspire the audience to think creatively to secure a competitive advantage
- Followed by Afternoon Tea into....
- 15.15** Quick Bite Workshops Session 3 - choice of 4 workshops (see below)
- 15.55** A Taste of Coventry & Warwickshire - Dinner Cooking Challenge
- Celebrity chef Lesley Waters and Michael Rolls from MJR Consulting, will share practical ideas that contribute to good menu choices.
- 16.30** Event Close and Networking

More content information and speaker biographies for each of the Quick Bite Workshops can be obtained by visiting the website [www.foodanddrink2009.co.uk](http://www.foodanddrink2009.co.uk)

**Morning Quick Bite Workshop Sessions** (choose 2 from the workshops listed below)

- Quick Bite 1** Top Tips to Market Your Business on the Internet - Net more customers
- Quick Bite 2** Profit From Collaboration - Working together achieves success
- Quick Bite 3** Simple Steps to Success - Importance of menus and pricing
- Quick Bite 4** Love Your Customer to Bits - What do your customers want?

**Afternoon Quick Bite Workshop Sessions** (choose 1 from the workshops listed below)

- Quick Bite 5** Savour the Flavour - Local sourcing made easy & free equipment
- Quick Bite 6** Key Opportunities in Food Service - Latest consumer trends and ideas
- Quick Bite 7** More Marketing For £1.00 - Inexpensive ideas to attract customers
- Quick Bite 8** Keep Your Valuable Assets - Retain your staff and reduce your waste

# BOOK YOUR FREE\* PLACE NOW

There is no charge to attend this event, but remember places are limited.  
To secure your free\* allocation, please telephone: **01926 412136** or **07738 762575**

|                          |
|--------------------------|
| <b>Contact Person:</b>   |
| <b>Name of Business:</b> |
| <b>Address:</b>          |
| <b>Post Code:</b>        |
| <b>Tel:</b>              |
| <b>Email:</b>            |

I would like to book \_\_\_\_\_ places for the Food for Thought event.

(Places are limited to a maximum of two per business)

| Title: | First Name: | Surname: | Dietary or Access Requirements: |
|--------|-------------|----------|---------------------------------|
|        |             |          |                                 |
|        |             |          |                                 |

Insert Tick here  if you would like to receive further information about future events and food and drink development opportunities. Please indicate your preferred method of communication: Email:  Post:  Both:

## Please choose your Quick Bite Workshops:

Please indicate in the box below which Quick Bite Workshops you would like to attend.  
(We will endeavour to meet your individual requirements where possible).

| Delegate Name: | Quick Bite Workshop Session 1: | Quick Bite Workshop Session 2: | Quick Bite Workshop Session 3: |
|----------------|--------------------------------|--------------------------------|--------------------------------|
|                |                                |                                |                                |
|                |                                |                                |                                |

## Please send your completed booking form to:

Food for Thought 2009, C/O Tourism Development, Warwickshire County Council,  
Environment & Economy, PO Box 43, Shire Hall, Warwick, CV34 4SX.

**Please return you completed booking form by Friday 8th May 2009.**

Alternatively, fax your booking form to **01926 491665**.  
Please mark your fax for the attention of Richard Drakeley.

**\*Non-attendance.** Should you fail to attend without providing at least 48 hours cancellation notice, Warwickshire County Council reserves the right to charge your company a fee of £30. Warwickshire County Council reserve the right to amend the programme should circumstances arise beyond their control.