



## FOOD FROM BRITAIN

### OBJECTIVE

Storm has worked with Food from Britain (FFB) for over ten years as an integral part of its communications team. As part of FFB's three year corporate plan, Storm has been tasked with positioning it as the market development consultancy for British food and drink producers, and putting exporting on the boardroom agenda for the industry as a whole.

### SOLUTION

Working alongside the internal PR Manager, Storm has devised and implemented a hard-working corporate reputation campaign for FFB, positioning it as the authority on all food and drink export issues within the national and broadcast business press, as well as all relevant trade sector titles. Authority positioning work, such as speaker platforms, business advice columns, opinion pieces and letters, have complemented a robust media relations campaign communicating the consultancy's five key messages to its targeted audience. Storm has also developed and managed the International Communications Network between FFB London and its nine international offices, as a mechanism to identify stories and case histories.



### ▶ RESULTS

Over the three year campaign period, Storm has generated over £1.2 million of EAV coverage in the business and trade press, creating over 43 million OTS and delivering a ROI of 9 times total PR budget. FFB has had a presence within the national and broadcast media on average once every seven weeks, with the FT, Sunday Telegraph, BBC Breakfast and The Today Programme as highlights, while in its key industry title, The Grocer, coverage has appeared on average every two weeks.

In addition to the media outcomes, Storm's work around its annual Food Export Awards, has helped win and maintain sponsorship, while Storm has provided strategic counsel on major communications projects such as the relaunch of FFB's website and its rebranding.

BBC NEWS 24

BBC NEWS 24 10:45 FOOD EXPORTS China is fastest growing export market HEADLINES HAS ALWAYS DENIED ATTACKING MARTIN GEORGIEV

BBC NEWS 24 10:44 FOOD EXPORTS Exports reach highest level since 1996 HEADLINES GOVT TO CREATE STRICTER RE

### Ethnic food producers urged to hit Europe's new hot spots

FIRMS' ISLAND MENTALITY MEANS THEY COULD MISS THE CROSS-CHANNEL BOAT, WARNS AGENCY

BY ELAINE WATSON UK manufacturers should not be too complacent for ethnic foods in continental Europe before other suppliers decide to sail export agency Food from Britain (FFB). A leading European marketer who the sector was still very much an island mentality. High-achieving UK suppliers were particularly well placed to succeed.



Mixed opportunity: Europe is an also good start, says FFB

opportunity when trends are on the upward curve. "Typically, with exports, the more potential your product is, the better chance you have, but as markets like really evolve, we can still compete in the mass market, volume end as well. "Sweet Products, who has established ethnic ready meals in 300 stores across Germany, says Germany is a key market for UK ethnic food exporters, with growth of more than 50% in 2005. In the Netherlands (11.4% in 2005) and Spain (7.4%), says Blackman. There were high expectations for supplying other products, too, particularly online searches, which gave about 1.7% in Germany, and 1.8% in the Netherlands, says Blackman. "UK suppliers have to be particularly ready to have particular expertise and resources associated with

## FOOD manufacture

### Scottish monks spread the good food gospel



Regional producers are going to take in learning a lesson, says James Durston. The monks are spreading the good food gospel, says James Durston. The monks are spreading the good food gospel, says James Durston. The monks are spreading the good food gospel, says James Durston.



## Home-grown takes a big bite from the world food market

By Roger Piergry A big bite of the world food market is being taken by home-grown products, says James Durston. The market is being taken by home-grown products, says James Durston. The market is being taken by home-grown products, says James Durston.

# FINANCIAL MAIL

ON SUNDAY



### Entrepreneurs turn hobbies into thriving international businesses

Life after 50 is a time when many entrepreneurs turn their hobbies into thriving international businesses. Life after 50 is a time when many entrepreneurs turn their hobbies into thriving international businesses.

The Saturday Essay. Comment. Let us know what you think. The Saturday Essay. Comment. Let us know what you think.

The world is their oyster. UK foodservice suppliers are well placed to exploit a lack of innovation in Europe and the States, says James Durston.

The Grocer. The Grocer. The Grocer. The Grocer.

BRITISH BAKER. FOODSERVICE • BAKERY • SUPERMARKETS • EQUIPMENT. Friday January 23, 2004. £1.30 weekly.

### EXPORTS: devising an effective foreign policy

For every British baker, finding new markets abroad is essential for long-term growth. But exporting needs to be approached in the right way. Simon Waring from export agency Food from Britain takes a look at some of the basic steps bakers need to take to capitalise on the increasing number of export opportunities available.



Exports generate revenue and contribute to the UK's balance of trade. For every British baker, finding new markets abroad is essential for long-term growth. But exporting needs to be approached in the right way.

### EXPORTING The achievers



With a little help... EXPORTING The achievers. With a little help... EXPORTING The achievers. With a little help... EXPORTING The achievers.

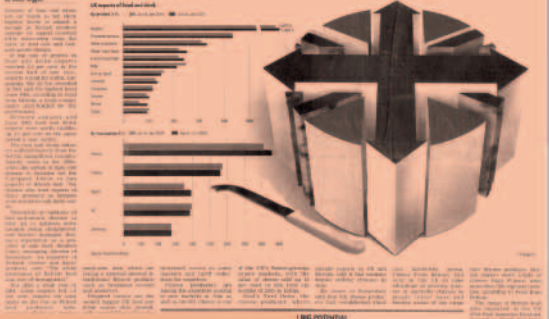
Made in Britain can prove an asset overseas. THE ISSUE. Made in Britain can prove an asset overseas. THE ISSUE.

THE ISSUE. THE ISSUE. THE ISSUE. THE ISSUE.

### Demand for own-label foods boosts exports

By John Payne Demand for own-label foods is boosting exports. Demand for own-label foods is boosting exports. Demand for own-label foods is boosting exports.

### Appetite for British produce regained



### Europe gets a taste for great British pizza

By Victoria Booth AN EXCLUSIVE view of Britain's pizza market reveals a growing taste for great British pizza. AN EXCLUSIVE view of Britain's pizza market reveals a growing taste for great British pizza.



# FINANCIAL TIMES

THE TIMES. THE TIMES. THE TIMES. THE TIMES.