



**BUSINESS
CONFERENCE
2018**



BFFF Update – John Hyman, Chief Executive

BFFF highlights over the next 12 months;

- Conference theme – The £10bn growth opportunity
- BFFF update – Three exciting new initiatives/launches
- Summary

The £10bn UK Frozen Food industry growth opportunity; It's a matter of time!!!



Current

1. Long term growth in Eating Out
2. Premium in every category
3. Exciting health innovation
4. Massive online potential
5. Solution on waste
6. Improving consumer perception
7. Critical foodservice route to market
8. Convenient ready to cook
9. Great value for money
10. Market growth – retail and foodservice.



Future

NEW BFFF marketing programme to showcase frozen food

- Follows Nigel's rallying call to the industry at the Luncheon
- Fantastic response from members;
- Proposed future process;
 - Strengthen BFFF Marketing Group
 - Develop new marketing campaign
 - Ambition of on-going programme, reviewed annually.

NEW – Three year BFFF Gold Membership Programme

- All inclusive BFFF three year Gold Membership package
- Three year membership fees and attendance at:
 - Dinner Dance/Product Awards
 - Luncheon
 - Conference/People Awards/H&S Seminar/Technical Seminar
- Benefits:
 - Simplified and tailored package
 - Secure best possible tables/seats at key events
 - Improved planning of internal/external guests
 - Improved budgeting
 - 30% discount on Conference day delegate rates
 - 5% “early bird discount” on overall package available from 22/2/18 – 30/4/18
- Contact Paul Murray to sign up: paulmurray@bfff.co.uk or telephone 07718 588431.

NEW - BFFF Member Benefits - launch June 7th 2018

- Working hard to expand the range of member benefits
- Past success with energy scheme
- Five new member benefits will be launched at the Industry Forum
- First new member benefits with new BFFF strategic partner Qdos;
 - Free HR support helpline
 - Website support
 - Available from 7th June
- Contact Claire to book your place on the Industry Forum:
clairemathieson@bfff.co.uk or telephone 01400 664308.



Summary

- £10bn is the number.....
- Thank you for supporting our new marketing initiative-never too late to join!
- Please contact Paul to sign up for three year Gold Membership
- Please contact Claire to book your place at our Industry Forum on June 7th
- A big thank you to our speakers today for a terrific programme
- I look forward to seeing many of you at the People Awards this evening.