



Atlantic Food Export Project

This is an example of market research required before you embark on export or international business development



**Atlantic
Food
Export
Project**

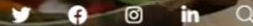
London 20-22 March 2023

[EXHIBIT](#)[VISIT](#)[WHAT'S ON](#)[SEMINAR PROGRAMME](#)[EXHIBITOR LIST](#)[NEWS](#)[PARTNERS](#)[CONTACT US](#)

**International
Food & Drink Event**

20-22 March 2023 | ExCeL London

**DELIVERING HIGH QUALITY AND
EFFECTIVE BUSINESS CONNECTIONS**

[ENQUIRE TO EXHIBIT](#)[REGISTER TO ATTEND](#)

Attendees

Partner	Company
NIFDA	Otzibrew Tricia McNeilly
NIFDA	Karri Kitchen Shera McAloran
Famalicao	Quinta dos Fumeiros Deolinda Campelo
Famalicao	Senras Dairy Marta Santos
Famalicao	Yogan Creamery Martinha
Camara Sevilla	La Cultivada Elena Vecino
Asincar Cafes	El Globo Aida Saiz Sanz



During the visit
the companies
meet with
distributors and
in market sales
agents

	Optional Day			Optional day
Time	19-Mar	20-Mar	21-Mar	22-Mar
9am		Meet In the Hotel	Meet In the Hotel	Meet In the Hotel
10am		Attend IFE Show	Attend IFE Show	Travel to Central London
11am				Please refer to the note below
12pm		Edward Rayment Empire Bespoke foods	Julie Mills Shrewd Foodie	
1pm				Study Tour (see below)
2pm	Arrive in London	2pm Joanna Walker	2pm Adam Pritchard	
3pm		Purple Basil	Windfall Logistics Ltd	Study Tour Ends at 1pm
4pm		4pm Karen Green	3pm Simon Waring	
5pm		Buyer-ology	Green Seed	
6pm	Pre Brief for companies			
7pm	In Hotel			
8pm				
	Websites			Tour To include
	Joanna Walker	www.purple-basil.co.uk		Harrods
	Karen Green	www.buyerology.co.uk		Fortnum & Mason
	Adam Pritchard	www.wfl.co.uk		Selfridges
	Simon Waring	www.greenseedgroup.com/		Amazon Fresh
				Waitrose
	Empire are not taking bookings but just call to the stand			Marks and Spencer
	Edward Rayment	www.empirebespokefoods.com		
	Julie at Shrewd Foodie will arrange to met us * Key contact for specialty and farm shops			
	Julie Mills	www.shrewdfoodie.co.uk		

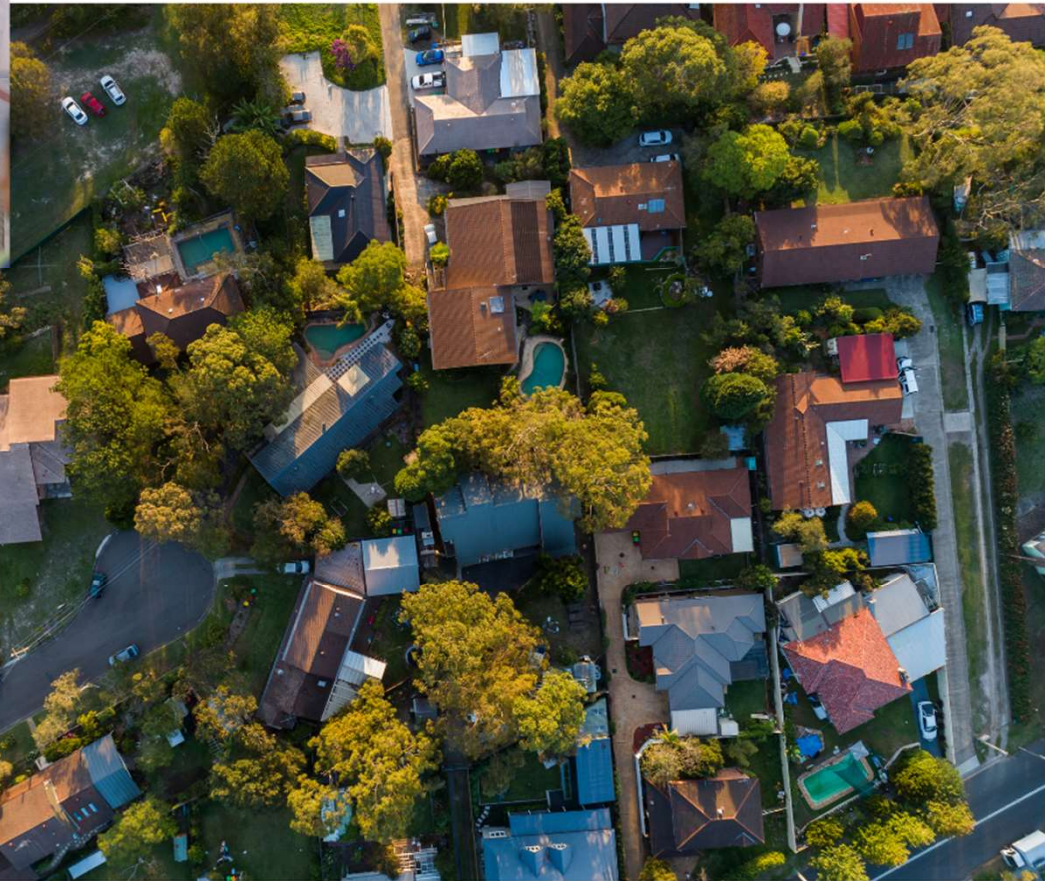
UK Market



**Atlantic
Food
Export
Project**



Population & Households



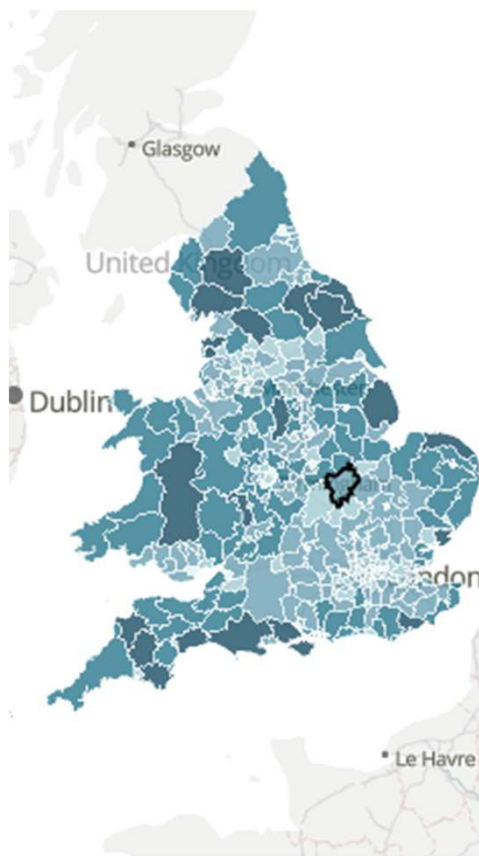


Table 1: Population of the UK and its constituent countries, mid-2021

	Population mid-2021	Median age mid-2021	Population density (pop per sq. km) mid-2021
UK	67,026,000	40.7	276
England	56,536,000	40.5	434
Wales	3,105,000	43.1	150
Northern Ireland	1,905,000	39.8	141
Scotland	5,480,000	42.2	70

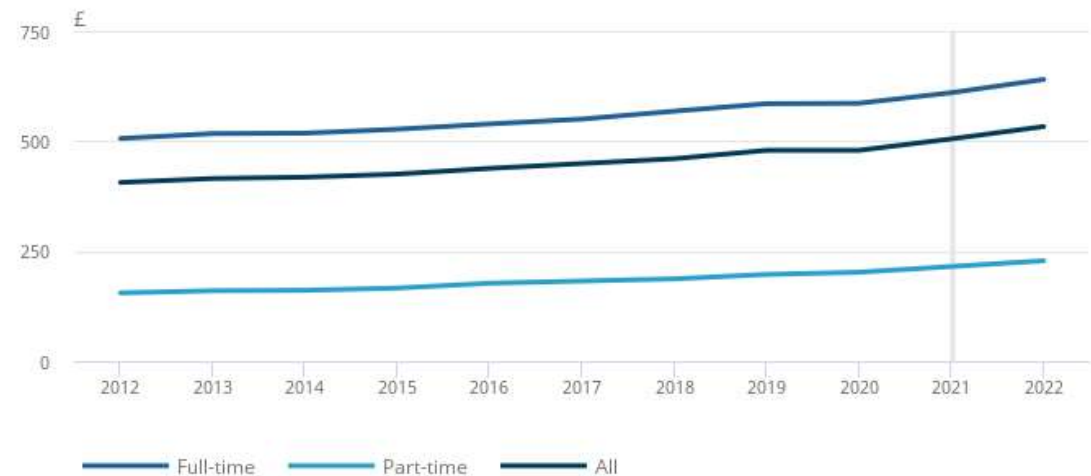
<https://www.ons.gov.uk>

- Median weekly pay for full-time employees was £640 in April 2022, which is a 5.0% increase over the £610 in 2021.

- In real terms (that is, adjusted for inflation) in April 2022, median weekly pay for full-time employees fell by 2.6% on the year.

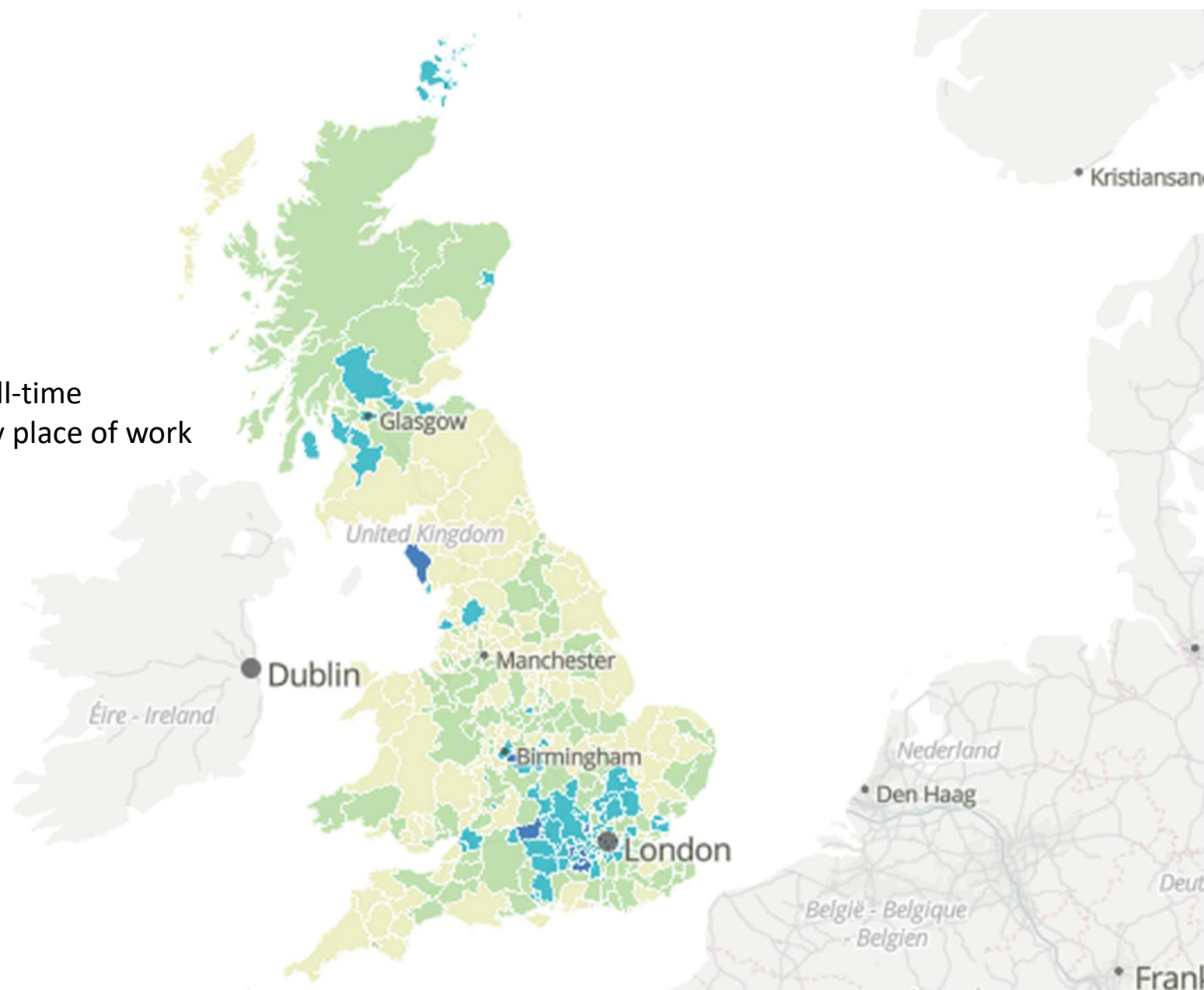
Figure 1: Median weekly pay for full-time employees was £640 in April 2022

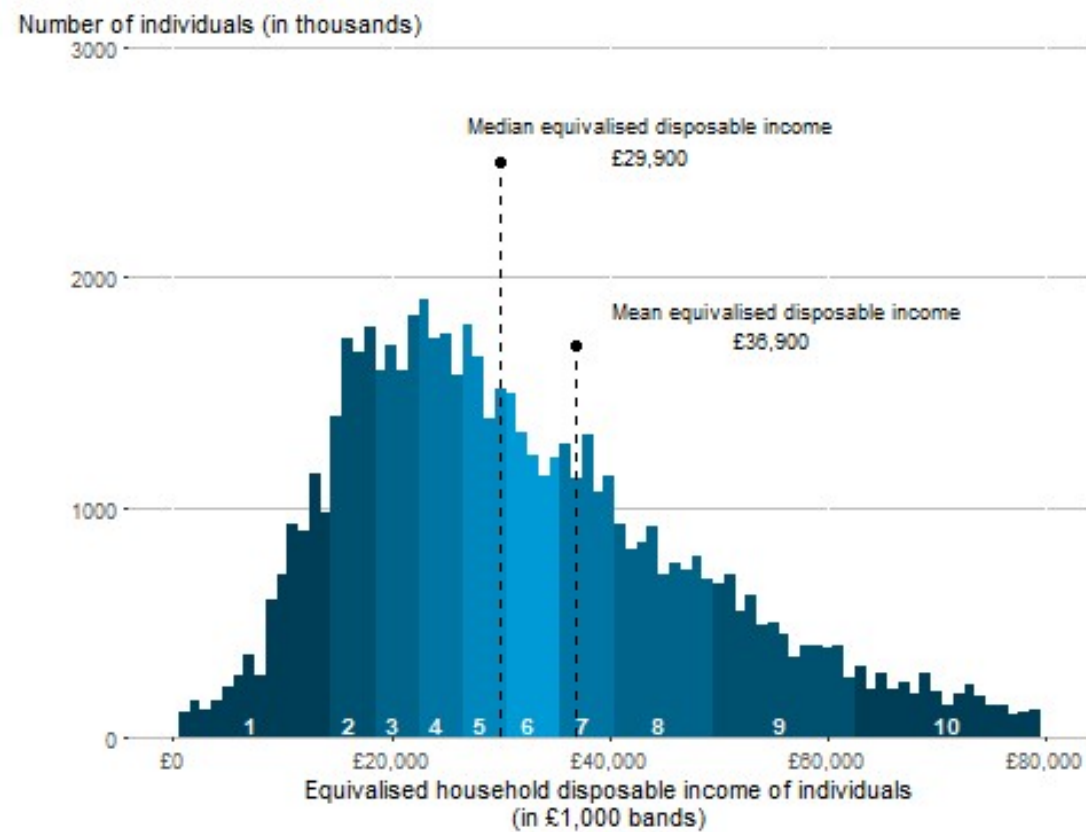
Gross median weekly earnings by employment type, UK, April 2012 to April 2022



Source: Office for National Statistics – Annual Survey of Hours and Earnings (ASHE)

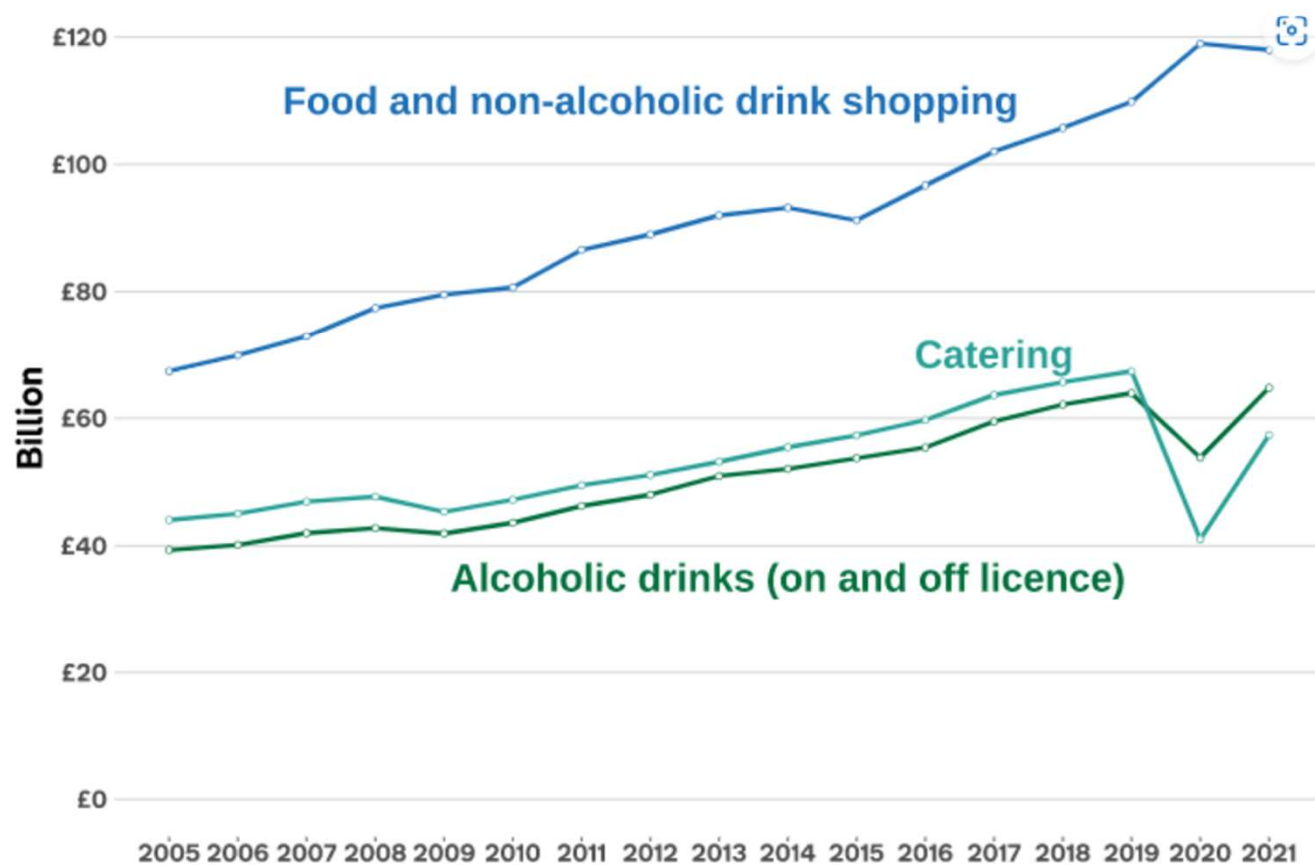
Median gross weekly earnings for full-time employees for all local authorities by place of work



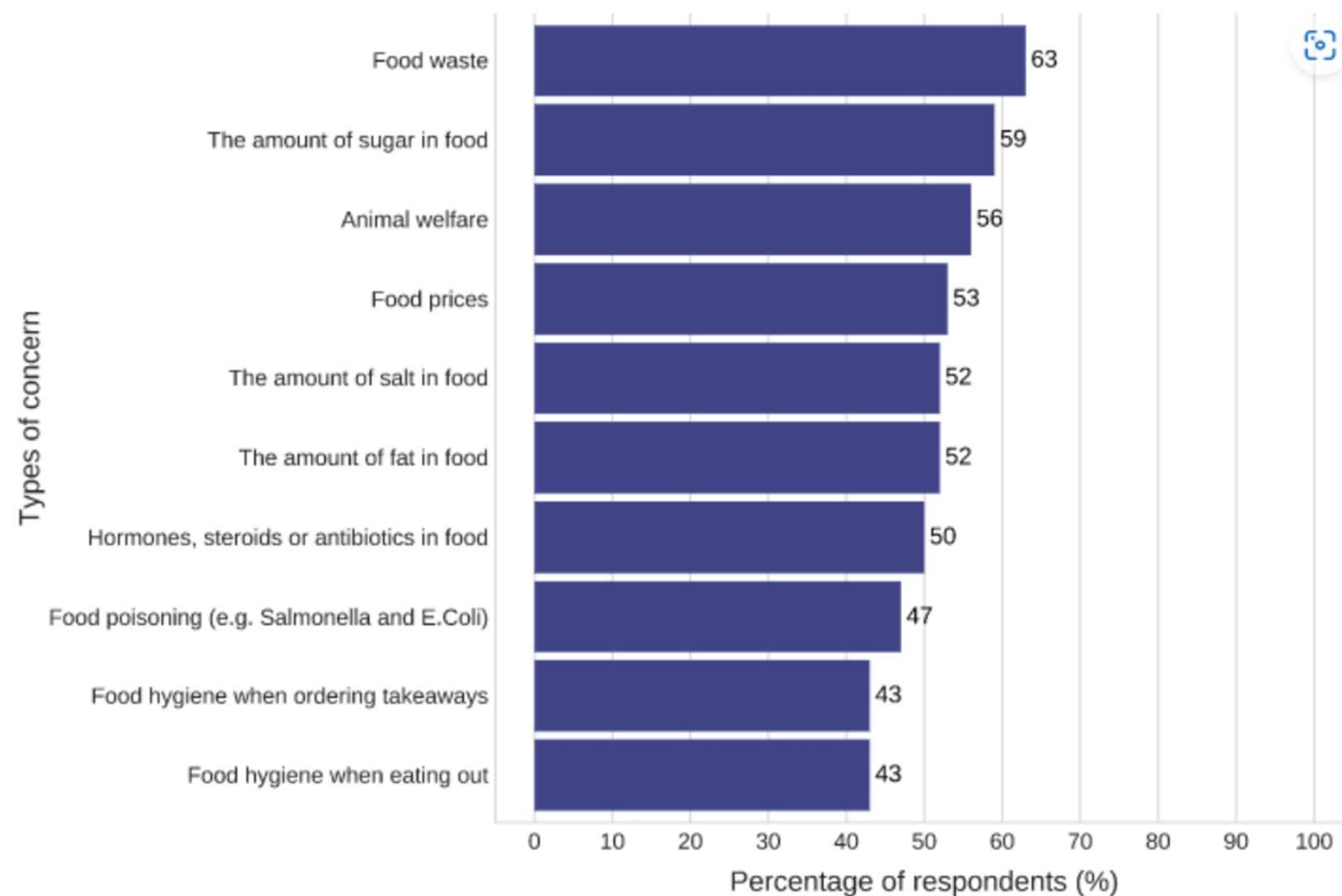




1.6 UK Consumer expenditure on food, drink and catering at current prices, 2005 to 2021



4.6 Ten most common concerns amongst respondents (Food and You 2, Wave 4), October 2021 to January 2022



And the most promotionally heavy market in the world

Total FMCG - % sales on promotion



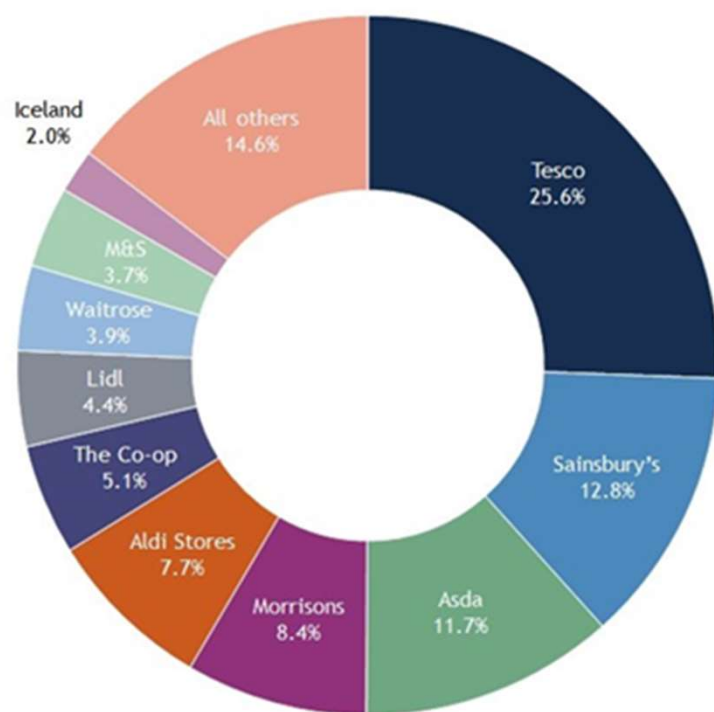
More than 1 in 4 households now describing themselves as struggling

Speak to your client service team to understand the impact in your category



Food Retail

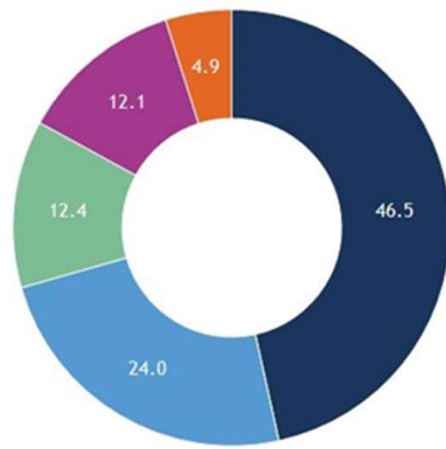




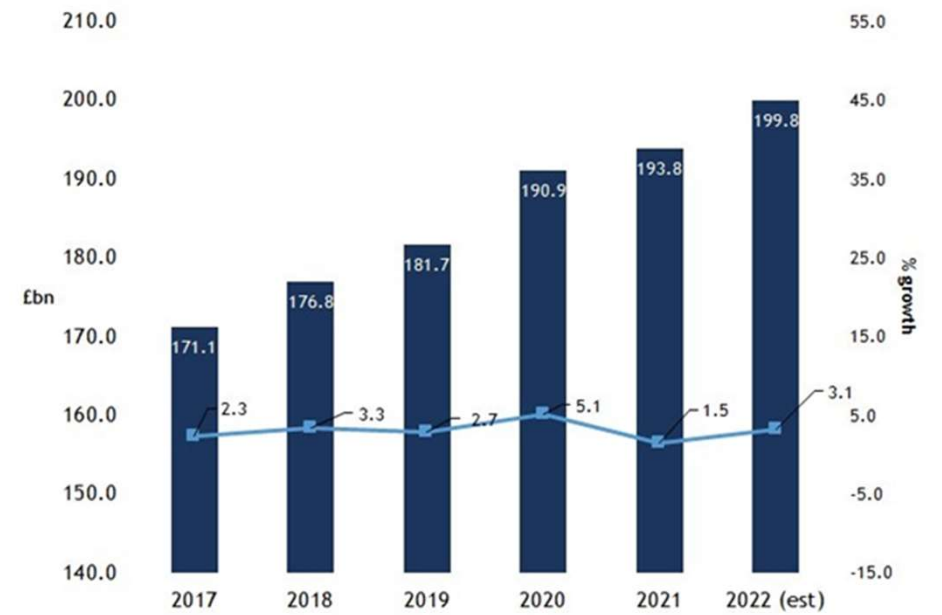


Retail group	2022 store numbers	2027f store numbers
Tesco	3,851	4,201
Sainsbury's	1,418	1,435
Asda	682	783
Morrisons	1,661	1,575
Aldi	981	1,181
Lidl	950	1,170
Marks & Spencer	987	1,075
Co-op	2,597	2,662
Waitrose	336	350
B&M	1,127	1,409



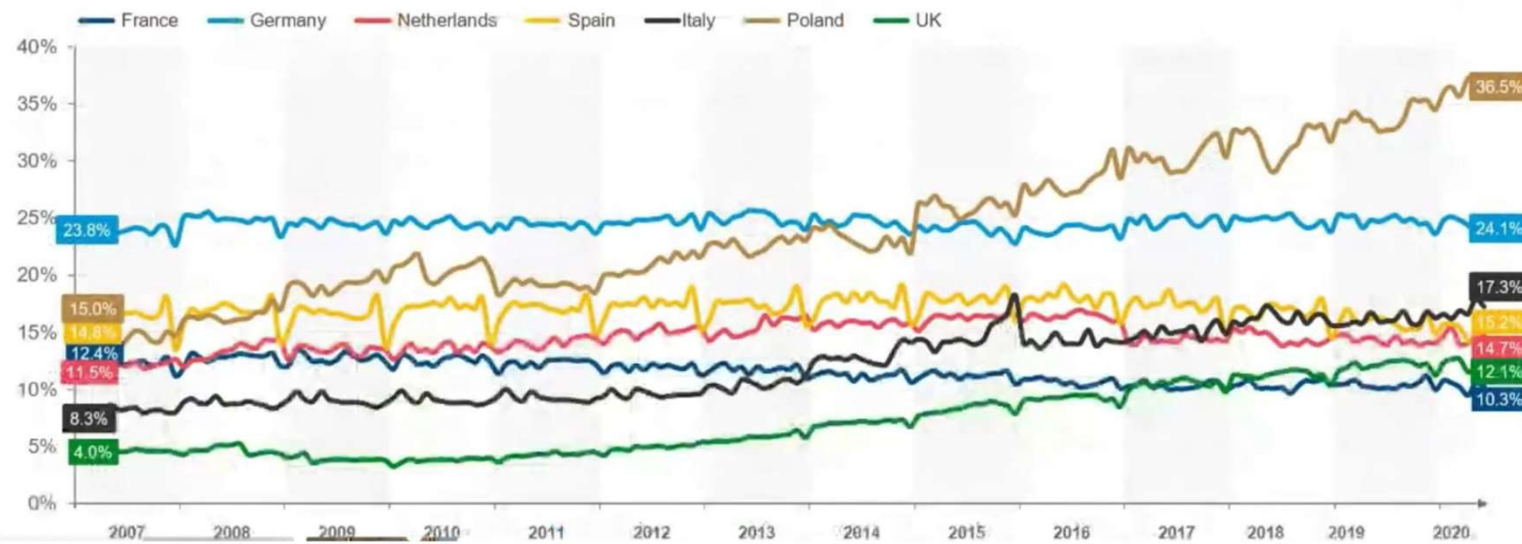


■ Supermarkets ■ C-stores ■ Discounters ■ Online ■ Specialists and other

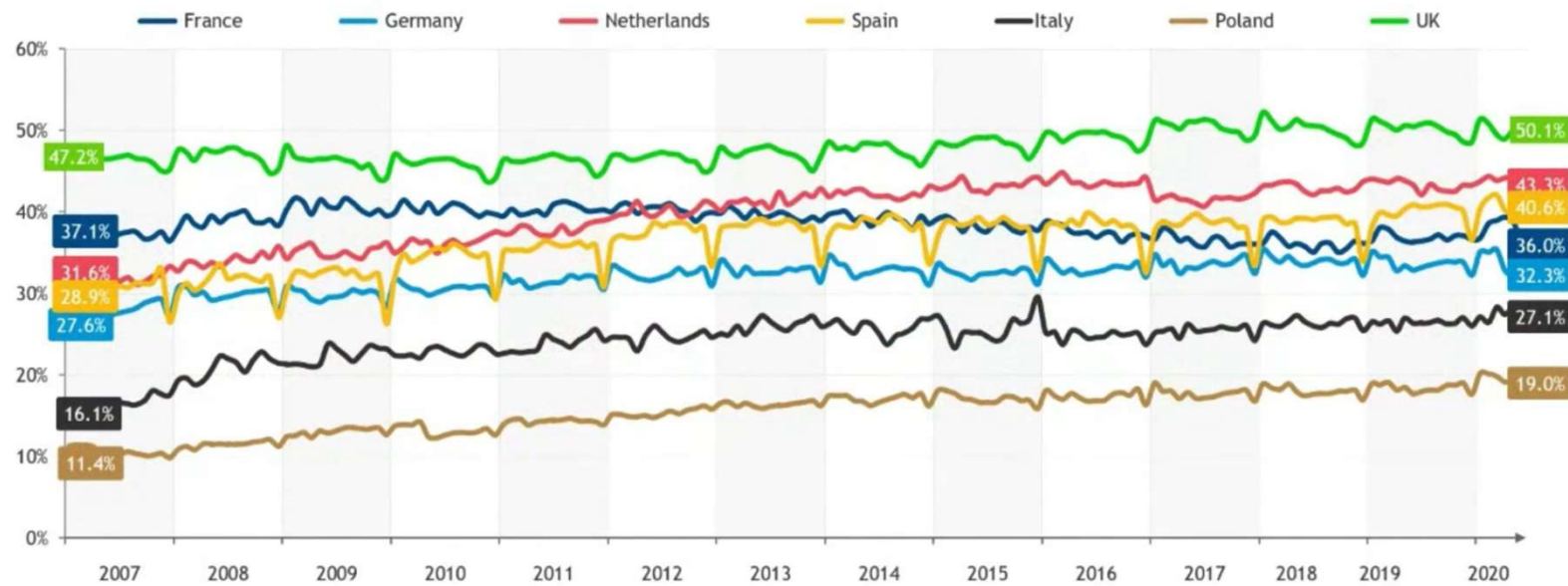


Discounters have built from a lower base than the rest of Europe but have caught up quickly.

Global Take Home Groceries – Grocery Discounter Shares



Once in store, we have most private label driven market in the world.



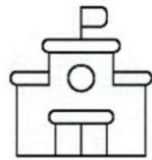
The UK grocery market in 20 minutes

5 things to take away



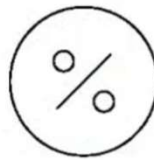
Steady,
resilient growth

(largely following
inflation)



The supermarket
is still king

(still dominated by the
top 4)



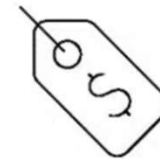
#1 for promotions and
private label

(well ahead of the
rest of Europe)



A rising tide of e-
commerce and
discounters

(both channels are
disrupting the status
quo)



Price is high on
everyone's agenda

(opportunity to
balance this with
added value brands)

CHOOSING A ROUTE TO MARKET

The most important decision to make at this stage is whether you will sell directly or indirectly into a new market

(A) Direct exporting involves selling direct from the exporters location to the customer

(B) Indirect exporting means working through an agent or distributor

AS WELL AS CHOOSING THE
RIGHT ROUTE TO MARKET
CHOOSING THE RIGHT
PARTNER IS CRUCIAL

It is essential to seek references from other exporters, as well as taking legal advice, before entering into any trade agreements.

800+ UK Food Distributors

C	D	E	F	G	H	I	J	K	L	M	N	O	P	
	Company name Latin alphabet	Address line 1 Latin Alphabet	Address line 2 Latin Alphabet	Address line 3 Latin Alphabet	City Latin Alphabet	County (in UK) Latin Alphabet	Country	Postcode Latin Alphabet	Telephone number	E-mail address	Website address	NACE Rev. 2, core code (4 digits)	NACE Rev. 2, core code - description	NAICS code (4 digits)
	NAME	ADDRESS_LINE1	ADDRESS_LINE2	ADDRESS_LINE3	CITY	COUNTY	COUNTRY	POSTCODE	PHONE_NUMBER	EMAIL	WEBSITE	NACE2_CORE_CODE	NACE2_CORE_LABEL	NAICS_CODE
55.	N.H. CASE LIMITED	UNIT 21-23	BENNETTS FIELD TRADING ESTATE		WINCANTON	Somerset	United Kingdom	BA9 9DT	+44 1963828900	websales@nhcase.com	www.nhcase.com	4638	Wholesale of other food, including fish, crustaceans and molluscs	4244
13.	GLOBAL TEA & COMMODITIES LTD	1 SUITE 2, 5TH FLOOR	1 DUCHESS STREET		LONDON	London	United Kingdom	W1W 6AN	+44 20 7500 7610	sales@globaltea.com	www.globaltea.com	4637	Wholesale of coffee, tea, cocoa and spices	4244
10.	LONDINIUM A & C LLP	1 HETTON LYONS INDUSTRIAL ESTATE	HETTON-LE-HOLE		HOUGHTON LE SPRING	Tyne And Wear	United Kingdom	DH5 0RH	+44 1915266932	contact@londinium-ac.com	www.londinium-ac.com	4637	Wholesale of coffee, tea, cocoa and spices	4244

TRUSTED DISTRIBUTOR

THE BIG 30 WHOLESALERS 2021

RANK		NAME	BUYING GROUP	OFFER	DEPOTS	STAFF	TURNOVER		PROFITS		MARGIN	YEAR TO
this	last						£m	change %	£m	change %	%	
TOTAL					595	64,898	27,268	5.6	444.0	-6.6	1.6	
1	1	Booker	N/A	C&C,D,F	196	13,000	6,204	14.7	257.0	21.8	4.1	01.03.20
2	2	Brakes	Constellation	F	25	5,400	4,281	2.1	-29.1	N/A	-0.7	30.06.19
3	3	Costco Wholesale UK	N/A	C&C	29	7,062	2,618	2.9	21.5	4.4	0.8	01.09.19
4	4	Bestway Wholesale	N/A	C&C,D,F	60	5,961	2,406	15.7	3.1	-83.9	0.1	30.06.19
5	6	Bidfood UK	N/A	F	47	5,651	1,597	-14.7	40.0	-54.8	2.5	30.06.20
6	5	Smiths News	N/A	N/A	39	4,684	1,468	-4.3	23.2	-18.3	1.6	31.08.19
7	7	AF Blakemore & Son	Spar/Unitas/Country Range	D,F	8	7,125	1,053	-7.3	6.1	1.7	0.6	30.04.20
8	9	Matthew Clark Bibendum	C&C	D	13	1,665	1,010	17.9	4.4	-6.4	0.4	29.02.20
9	8	Menzies Distribution	N/A	C&C,D,F	57	2,825	1,006	7.3	10.0	N/A	1.0	31.12.19
10	10	Dhamecha Foods	Unitas	C&C	9	645	848	6.9	15.5	-11.4	1.8	31.03.20
11	12	Henderson Wholesale	Spar/Country Range	D,F	1	741	657	17.4	25.3	29.1	3.9	31.12.20
12	11	James Hall & Company	Spar	D	1	933	587	-0.9	4.9	-7.9	0.8	24.03.20
13	13	AG Parfett & Sons	Unitas	C&C	7	683	478	25.7	12.1	98.4	2.5	20.06.20
14	14	Kitwave Wholesale Group	Unitas	D,F	26	948	367	7.4	3.5	16.7	1.0	30.04.19
15	15	LWC Drinks	N/A	D	15	992	347	15.3	15.1	43.8	5.0	30.09.19
16	16	United Wholesale Scotland	Unitas	C&C,D	3	309	233	4.5	1.7	10.9	0.7	31.12.18
17	19	JJ Foodservice	Unitas	D,F	11	857	229	13.3	3.7	-52.3	1.6	31.03.20
18	17	Reynolds Catering Supplies	N/A	F	10	967	218	3.6	4.7	-37.0	2.2	31.12.19
19	20	CJ Lang & Son	Spar	D	1	1,568	194	3.4	1.5	N/A	0.8	30.04.20
20	22	Enotria Winecellars	N/A	D	9	281	183	6.5	-1.9	N/A	-1.0	31.12.19
21	24	United Wholesale Grocers	Unitas	C&C	3	190	168	13.0	3.1	57.6	1.8	31.12.19
22	21	Fairfax Meadow Europe	N/A	F	3	571	161	-7.7	2.0	n/a	1.2	31.12.19
23	23	JW Filshill	Unitas	C&C,D	1	212	155	0.0	0.9	-7.7	0.6	31.01.20
24	26	HT Drinks	Unitas	C&C,D	4	223	154	-3.5	2.2	-2.6	1.4	31.03.20
25	25	Hyperama	Unitas	C&C,D,F	4	320	138	-2.8	0.3	-76.5	0.2	26.01.20
26	27	Appleby Westward Group	Spar	D	2	155	130	-1.7	2.9	-3.5	2.2	30.09.19
27	29	Castell Howell Foods	Caterforce	F	6	422	100	-27.4	2.4	-30.2	2.4	31.10.20
28	NEW	Pricecheck	Unitas	D	2	210	98	20.0	3.5	-17.2	3.6	31.07.20
29	NEW	Holland Bazaar	Confex	C&C,D,F	2	216	93	12.1	3.1	7.2	3.3	31.03.20
30	30	Time Wholesale Services	Unitas	C&C	1	82	88	3.6	1.3	59.9	1.5	31.01.21

Source: The Grocer/Companies House



*Thank
You*