



regional  
**food**  
group

## For Hospitality Businesses – How to make your marketing come alive

- Monday 10th May
- Aston Hotel Sheffield, Britannia Way, Catcliffe, Rotherham, S60 5BD
- 10.30am – 1.00pm
- Free event

Designed to give hospitality businesses the marketing edge over competitors.

Most hospitality businesses – hotels, B&B's and visitor attractions – have all the basic marketing tools in place but how well are they working and how can they be made to work better? The seminar looks at the most effective marketing tools that deliver the best results and with practical industry examples to show you how your marketing can work better

## For Hospitality Businesses – Delivering top tier customer service

- Monday 10th May
- Aston Hotel Sheffield, Britannia Way, Catcliffe, Rotherham, S60 5BD
- 2.00pm – 4.30pm
- Free event

Showing how customer service can be really made to work in a hospitality business.

This seminar examines the main types of holidaymaker, lays bare their attitudes and motivations then shows people involved in serving them how to handle them. It will inform your understanding of the expectations and behaviour of visitors and show you how they can become advocates of your venue. This is vital in the modern world of the web where any negative experience can be shared with thousands of people instantly.

# Food & Drink Business Week

In and around South Yorkshire  
5th – 12th May

## Farm Diversification and the Planning System

This half day interactive workshop presented primarily by the Rural Development Network has been designed for farmers and landowners considering diversification schemes, and also farmers who want to know more about agricultural development and planning.

- Monday 10th May
- Marr Lodge, Barnsley Road, Marr, Doncaster, South Yorkshire, DN5 7AX
- 1.00pm – 5.00pm
- Free event

The workshop will cover a wide range of issues relating to planning and also other implications of diversification. It will also provide the opportunity for delegates to raise their own planning problems, issues and experiences with the attending Local Authorities and Business Link Advisers.

### Our Food & Drink Business Week also includes:

#### How to invigorate your retail business in today's climate

Wed 5th May	Rotherham	Swinden House Conference Centre, Moorgate Road, Rotherham, S60 3AR	9.30am - 1.00pm
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#### Recruiting, developing and retaining excellent staff

Thu 6th May	Barnsley	Barnsley Holiday Inn, Dodworth Road, Barnsley, S75 3JT	10.00am - 12.30pm
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#### Developing a high performance organisation

Thu 6th May	Barnsley	Barnsley Holiday Inn, Dodworth Road, Barnsley, S75 3JT	1.30pm - 4.00pm
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#### How to grow through new and existing customers

Tue 11th May	Doncaster	Mount Pleasant Hotel, Great North Road, Doncaster, DN11 0HW	9.45am - 12.30pm
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Check availability, book and confirm your places online at [www.businesslinkyorkshire.co.uk/events](http://www.businesslinkyorkshire.co.uk/events) or call 08456 048 048



# Food & Drink Business Week

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# Food & Drink Business Week

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**South Yorkshire's Food & Drink Business Week is organised by Business Link Yorkshire in association with the Regional Food Group and features a series of FREE workshops and events designed to support the food industry in the Yorkshire region - the UK's biggest region for food production and leader in a number of food sectors.**

Check availability, book and confirm your places online at [www.businesslinkyorkshire.co.uk/events](http://www.businesslinkyorkshire.co.uk/events) or call 08456 048 048

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## Be inspired by Brian Turner CBE

- Wednesday 5th May
- Mount Pleasant Hotel,  
Great North Road,  
Doncaster, DN11 0HW
- 6.30pm – 8.30pm
- Free event

**Brian Turner is one of Yorkshire and the UK's most successful and well-known chefs.**

In addition to running highly respected restaurants in the UK, he has become a successful television personality, appearing regularly on Ready Steady Cook, This Morning, Saturday Cooks and Saturday Kitchen.

After training at some of the most prestigious hotels and restaurants in Europe, including Simpson's in the Strand and The Savoy Grill, Brian went to the Beau Rivage Palace in Lausanne, returning to England to work at Claridge's and then the Capital Hotel where he earned a prized Michelin star.

Brian opened his own restaurant Turner's, in Walton Street, Knightsbridge, which set new standards for the British chef-owned restaurants – attracting a blend of local and international regulars.

Brian has spent time on the development and manufacture of his own food and drink products, these include his own sandwich line, coffee products and dessert range which retail in several well known supermarket chains. He has also developed his own beer range – Amber Ale which is now sold in over 2000 Mitchell & Butlers pubs in the UK. The beer range was developed locally at Thornbridge Brewery, Bakewell.

Brian's fascinating story will cover what drove him to open and then sell his own restaurants, the development of his own food line and distribution channels, the development of recipes for Tesco's, Brian Turner as a brand and the importance of customer service. There will also be the opportunity to ask Brian questions and network with fellow guests over a light buffet and refreshments.



## Winning ways to move your business forward

- Wednesday 12th May
- Barnsley F.C.,  
Oakwell Stadium, Grove Street,  
Barnsley, S71 1ET
- 10.00am - 1.00pm
- Free event

**Our Winning Ways event will feature a specially invited line-up of speakers who will talk about the challenges they have faced building their businesses and what has made them such a success today!**

The panel speakers will include:

**Delicious Alchemy** was developed and founded for people who have wheat and gluten allergies. Emma decided that there wasn't enough out there for those who had coeliac disease and therefore wanted to make better, fresher food in order to widen the food choice and improve the quality of gluten free foods throughout the UK.

**Proper Pasty Co** began over ten years ago when its founder, John Worrall, decided to bring a piece of Cornwall to Sheffield in the form of Cornish Pasties; the flagship shop was opened in the heart of the city. Since then the Proper Pasty Empire has developed and grown across the UK; now with many retail outlets available in many forms. John will discuss the growth of his company focussing on the process he undertook to expand the number of retail outlets.

**Crown Brewery** was sold to current owners, Andrew and Helen Walker, in 2006 when they took on both the brewery and the Hillsborough Hotel. Brewing commenced 2007 with new

recipes added to the traditional range and has since been a local success. The challenges faced with running both the pub and the brewing business will be discussed along with how using Social Networking sites to increase awareness of the pub and the brewery is benefiting the business.

The panel will discuss a range of topics including, identifying gaps in the market, product development, growing a business, distribution strategies including winning contracts with local suppliers and well-known supermarkets, how the use of Social Media Marketing can improve and influence your business as well as good supplier criteria plus much more.

This event is designed to support the food & drink sector as well as businesses who can apply lessons learned and best practice from this sector to their own situation. You will also have the opportunity to network over a light lunch and refreshments in an exhibition area featuring key business support organisations including Business Link, Regional Food Group, Manufacturing Advisory Service, Advanced Manufacturing Park, Federation of Small Businesses and Sheffield Hallam University (Centre for Food Innovation) and CENFRA.

