

MEET THE MEMBER – Business Opportunity

April 21st 2010

I am writing to inform you that our next **'Meet the Member'** will be held on **Tuesday 6th September 2011**, at Villa Park Football Ground (Birmingham).

The programme allows you to have a 20 minute meeting with a purchasing representative from each Fairway Member company. **ie you will meet 21 company buyers "one on one" in one full day.** The meetings will take place in an "Exhibition Style" forum through out the morning and afternoon.

There will be 21 Fairway Member companies and 21 suppliers. Each supplier will occupy a table and the Fairway Member will spend 20 minutes with each supplier before moving on to the next.

The meeting will give you the opportunity to discuss;

- a) current business with the particular Member (if appropriate) or introduce your products/services to potential new customers
- b) future strategies both National and Regional
- c) New Products (**Maximum of 3**) and Promotional opportunities

One of the objectives for 2011 is to have an extensive NPD programme. Suppliers will be allowed to bring a maximum of 3 New Products to showcase Members. Members will complete a questionnaire and if 66% of the Members agree to list a new product then ALL members will have to take the product to a National Listing.

All proposals will need to be sent into Fairway Head Office prior to this event. **The deadline for samples is FRIDAY JUNE 24th 2011.** Suppliers can send as many products as they wish and Fairway will narrow this down to a maximum of 3. New Products are desirable but not essential.

You will be required to have a **'deal of the day'** ie a product promotional offer for any orders/business placed by any Member on the day – this may be a volume order deal or a linked promotion deal but it MUST be **COMMERCIAL**LY very attractive and have "universal" appeal.

You must send details of your proposal for "deal of the day" together with your application to attend. if the deal isn't considered "attractive enough" you may not be invited.

The 'Deal of the Day' information will be relayed to members in advance of the meetings but they will confirm orders with you on the day. (There will be no limits to the amount of products you can offer but all must be agreed with us prior to the meeting).

If you like would to attend this event then please fill in the form and email/post to Kevin Denyer / Richard Ellison/Ian Bowden below by **FRIDAY JUNE 24th 2011.** Please be aware this is also the deadline for samples. If samples are received after this date then they will not be considered.

21 suppliers will then be selected to meet the Fairway Members.

The cost of the meeting is £800 which includes lunch, accommodation (for 1 delegate) and an informal dinner with the Members and Fairway team.

Company Name.....

Company Delegates.....

Email.....

Mobile Number

New Products Information:

<u>Product Code</u>	<u>Description</u>	<u>Pack Size</u>	<u>Normal Cost</u>	<u>Deal Cost</u>	<u>Pallet / Layer</u>

Deal of the Day information:

<u>Product Code</u>	<u>Description</u>	<u>Pack Size</u>	<u>Normal Cost</u>	<u>Deal Cost</u>	<u>Pallet / Layer</u>

Other Offer details/Mechanic:

If you have any queries or require any clarification on the format of the meeting please do not hesitate to contact Richard or myself on 01422 319100.

Thanking you

Kevin

Kevin Denyer
(Purchasing Director – Frozen & Chilled).

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