

Dear Supplier,

I am writing to inform you that our next product selection meeting will be held on **Wednesday 8th September 2010**, at Villa Park, home to Aston Villa Football Club.

This product selection meeting is for consideration of new products for launch in our next scheduled price list – effective from **January 2011 – July 2011**.

If you have any new or innovative products which you wish to present, provide Kevin Denyer / Richard Ellison with the information (ideally on email), requested below by **Friday 9th July 2010**.

Company.....

| PRODUCT | PACK | Net Delivered Case Price to Members | |
|---------|------|-------------------------------------|-------------|
| | | Direct | Via ACS & T |
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The cost of the presentation is **£750**.

Please provide product description on returning this document, **ensuring product samples are delivered to Fairway Head Office no later than Friday 9th July 2010**.

Six suppliers will then be selected to present to the Fairway Representatives who will be split into small groups and will rotate accordingly.

Suppliers will, for health and safety reasons be assisted in the kitchens with preparation of their products by a chef from Aston Villa. The duration of your presentation to each group of Fairway Members will be approximately 20 minutes in which time the delegates will taste the products and a question and answer period will ensue.

Following a supplier’s selection to attend the product presentation (**Friday 23rd July 2010 for notice**) you must provide the following information no later than **Friday 6th August 2010 2010**.

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1. Factory Accreditation, eg BRC Certificate
2. Product description including:
 - a. Ingredient declaration
 - b. Outline product specification
 - c. Intolerance data
 - d. Portion and pack sizes
 - e. Example of packaging or the following information: dimensions, proposed labelling, and packaging film. Labels will be checked for legibility under cold store lighting conditions, and must be legally correct, i.e. show product name, ingredient dec, address, case content, best before end and storage instructions, (In line with BFFF guidelines).
 - f. Case cost price, either delivered direct to members or ex A.C.S. and recommended R.S.P.
 - g. Unit or portion price
 - h. Pallet configuration including height
 - i. Supplier product code
 - j. Target market for products
 - k. Meal occasion for which product is designed.
 - l. Bank, Company Registration No., VAT No. details.

This information will be made available to the selection committee when making their decisions.

Any in-ability to provide the information requested will result in that supplier being unable to demonstrate their product portfolio at the product selection.

Following successful selection by the panel you must be able to present your products to each Fairway Member's sales teams before launch and provide a telesales 'launch' incentive / promotion.

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).
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Delivery times: 9.00 – 15.30