



The Society of
Food Hygiene
and Technology

SOFHT TRAINING ACADEMY

‘HOW MANY BEANS’ Support Workshops for SME’s in Food and Drink *NEW for 2020*

Thought to Fork Management

This inter-related trio of workshops aims to give attendees an understanding of the stages and critical decision points in food and drink product development, and subsequently equip them with the skills to translate concepts into tangible products, avoid roadblocks in development journey, build operational capacity, and optimise product offers for target markets. Skills such as identifying capacity needs, unlocking effective solutions, accurately scoping costs and understanding target market requirements are essential for food business viability.

Who should attend?

This course is intended for trainees in a food business; individuals from any sized food business moving into new or increased responsibility roles, or looking to upskill or refresh skills; entrepreneurs and individuals from start-ups and small/medium sized businesses or diversifying food or farming businesses.

Course content

Workshop 1: 12 March 2020

Introduction to the Product Development Cycle, review and evaluation of concepts against business goals to create successful safe food products

Workshop 2: 21 May 2020

Introduction to Scale Up, requirements, potential implications for product performance and business continuity

Workshop 3: 16 July 2020

Introduction to Getting Your Food Products on Store Shelves, growth considerations around volume, turnover and profit, exploring different sales channels and understanding increased technical requirements.

All workshops have pre-work and follow-up work, use case studies, provide tools such as worked examples and checklists, and have opportunities for Q&A

Cost: £220 + VAT (Members), £300 + VAT (Non-members), £100 + VAT (Students) per delegate

Time: 9.00am registration. Course start 9.30am. Course finish 4.30pm.

Venue: SOFHT Training Centre, The Long Barn, Hurley Hall Barns, Atherstone Lane, Near Atherstone, Warwickshire. CV9 2HT.

Stand out
with the
right training



Lunch, refreshments and certificate of attendance are included in the price

Name	Signed	Date
Position	ADMINISTRATION DETAILS <ul style="list-style-type: none"> All bookings will be acknowledged and confirmation will be sent on receipt of payment. Cheques to be made payable to The Society of Food Hygiene and Technology or charge credit card. Cancellations/Substitutions: Cancellations must be received by letter, fax or email by no less than 4 weeks prior to the event and will be subject to an administration charge of £30.00 + VAT. Thereafter no refunds will be given. Substitutions may be made and the correct delegate rate will be applied. 	
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Non Members should consider joining the Society. Join today and enjoy reduced price registration at this event. A range of categories

The Society of Food Hygiene and Technology, The Long Barn, Hurley Hall Barns, Nr Atherstone, Warwickshire. CV9 2HT.
Tel: 01827 872 500 Email: admin@sofht.co.uk Website: www.sofht.co.uk

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