

Green Seed Group – who we are



A unique international network specialising in food and drink



11 countries covering over 20 international markets

The beginning



Today



our business is growing your business

Green Seed Group – where we are



With offices strategically located throughout Europe and North America, we partner companies through a process to understand markets, plan and execute successful market entry and grow their business.



Belgium • France • Germany/Austria/Switzerland • Italy • The Netherlands • Nordic • Portugal • Spain • **United Kingdom** •
USA/Canada

Green Seed Group – what we do



We offer...



Talent, expertise and methodology to help you achieve remarkable results



A proprietary model for seeding, incubating and growing brands



Strong connections to global trading partners



The capability to help food and beverage clients of all types and sizes



The strategic advice and sales skills to help your business grow



Green Seed Group – what makes us different



Why us...

Green Seed is a facilitator, understanding trade needs, consumer aspirations and client objectives



- ✓ Unique international team of food and drink market experts
- ✓ 25 years experience in building sales for hundreds of companies
- ✓ Expertise in identifying the right priority markets for your products and the best local strategies to achieve success
- ✓ An unrivalled contact network with the trade and supply chain across all markets
- ✓ Channel expertise in mainstream and speciality retail, health food, foodservice and B2B channels
- ✓ In-market sales teams to win listings and manage key accounts

Green Seed UK



Green Seed UK brings together a fertile blend of strategy, marketing, sales and communications expertise.

Our background is in food and drink. Our focus is on UK retail, food service and B2B.

Our role, simply put, is to help you to grow your business.

The UK is one of the world's most enticing and innovative food and beverage markets. It is also highly receptive to new ideas.

At Green Seed UK we help our clients to develop profitable and sustainable business in the UK market.

Whether established brands, speciality producers or private label suppliers from outside the UK, innovative start-ups needing support to get to the next stage in UK retail, or suppliers to the food industry – we have the skills and the team to assist.

We are based in Central London in the Southwark/London Bridge area, a stone's throw away from the Thames and top foodie location Borough Market.

Green Seed UK Services



SEED

1. Market Research

Defining the market opportunity. Tailoring your proposition to meet retailer needs.

- Industry/category evaluation
- Market opportunity analysis
- Evaluation of product potential
- Consumer research



INCUBATE

2. Strategic Planning

Developing winning strategies and route to market plans to achieve market objectives.

- Review of market entry options
- Recommendations on route to market
- Product proposition development
- Business plan development



GROW

3. Sales Execution

Making it happen. Delivering business with customers for your products.

- Customer prioritisation and presentations
- Setting up meetings with buyers
- Managing the listing process
- Key account management



HARVEST

4. Marketing Support

We act as an extended staff resource of your home office team in the UK market

- Marketing plan development and execution
- Packaging development
- Trade promotions and exhibitions
- Consumer promotion and PR

Some Key Members of Our Team



SIMON WARING

Managing Director/Owner

Simon founded Green Seed UK in 2009 and has 30 years food industry and marketing experience.

After graduating in modern languages from Oxford University, his first insight into a food sector career came from roles in fmcg research and latterly as marketing director for Mintel International Group, the leading market and consumer analysts, and was then asked to take on the role of Director General of the British Food Export Council.

Before establishing Green Seed he was International Managing Director of Food from Britain, during which time he set up an international network of consultancy offices and supported over 100 companies of all sizes in strategy and business development in the UK, Europe and Asia markets.

Simon heads the UK team and sits on the Green Seed Group executive board, enjoys building winning strategies for clients and using his extensive contact network to create opportunities.

A frequent conference speaker on innovation and international strategy, Simon is also a non exec director of global exhibition group Fresh Montgomery and Vice Chairman of Hockerill Anglo-European College, an internationally focused state school now ranked top in the country.

Simon lives with his family just far enough outside of London to be in the countryside and enjoys cooking, wine, music, theatre, football (watching not playing) and running (doing not watching).



Some Key Members of Our Team



SALLY CAMPBELL

National Account Manager

After graduating Sally joined Courage where she became a qualified brewer before then working for Nutricia health and baby foods in production and product development.

She then progressed into national account management and category management in ambient grocery for fast-growing brands including Bart Spices, Geetas and Cofresh snacks.

Sally thinks like a retailer and helps clients to tailor their offer in a way which makes buyers sit up and notice.

A keen sailor, Sally and her children are frequent high performers in RS 200 sailboat racing events in the UK.

Some Key Members of Our Team



AMANDA WILLIAMS

Head of Communications

Amanda has 30 years experience in PR and during her career has worked across all disciplines and for a wide spectrum of clients. She runs Storm Communications, which is Green Seed's communications arm based at the same location in London.

Amanda leads a team of specialists who help our clients with trade and consumer communication to support both gaining listings and building engagement, trial and repeat sales for their brands.

Whether building UK focused websites and an effective social media strategy or achieving outstanding media coverage in national, consumer and food titles, Amanda and her team deliver results which grow brands.

Down time for Amanda means skiing and often spends working holidays supporting threatened wildlife species in Africa and SE Asia.

A range of customer types



International Food Expertise

FMCG Producers



Country representational bodies



Industry sector organizations



Local trade partners



EU supported projects



Some of our clients:



Come on, let's
grow...



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