



BULLSEYE

FOOD

MARKETING

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Course: Food Trends

Duration:

Half Day

Who Should Attend:

Sales, marketing and R&D personnel, retailers, anyone running a new or established food business / SME.

Description:

At Bullseye Food Marketing, we always have the latest consumer and marketplace information at our fingertips.

Our ability to monitor up-to-the-minute trends and access in-depth industry reports puts us in a unique position to help Irish food businesses.

This half-day workshop has been designed to help brands benefit from our extensive research findings.

Having completed the course, participants will be one step closer to the consumer – we help you understand consumers' collective frame of mind in the current market environment.

Topics:

- The shift occurring away from mass market food products
 - The rise of local, quality, artisan food product experiences.
 - The growing importance of the speciality food sector
 - Understanding consumer-driven preferences and trends
 - Innovation / how to react to and engage with emerging trends
 - Understanding the 'real meaning' of premium and of consumers' desires for better quality
 - Creating 'food experiences' as an alternative to highly processed and mass produced products
 - Packaging and labelling trends
 - Market gap analysis
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