



28 January 2010 for immediate use

Chefs, restaurateurs, caterers and cookery schools join BBO Food Group to promote locally-produced food and drink

BBO Food Group, the only business support organisation dedicated for producers and retailers of local food and drink located in Berkshire, Buckinghamshire and Oxfordshire, welcomes chefs, caterers and other foodservice and hospitality members.

Tamara Schiopu, Director of BBO Food Group CIC, launched the new Hospitality Membership at business breakfasts in Reading and Oxfordshire during Farmhouse Breakfast Week 24 – 30 January.

“Since 2003 we have been working with chefs, caterers and restaurateurs to help them source local produce, and several joined the Food Group to take advantage of our business support events,” says Tamara.

“Local produce is now a significant feature on many menus, so we decided to encourage more chefs and caterers to join us. We include Bed and Breakfasts, guest houses, hotels, cookery schools, private chefs and demonstrators as well as cafés, pubs and restaurants.

Membership of BBO Food Group gives instant promotion and recognition to members through the annual Food Guide publication and listings on the website www.local-food.net and many other benefits listed below. Working with business partners Tourism SouthEast there is a special rate for membership of both organisations.

“Our Food Guide published at Easter every year is very popular with people who want to source high quality local produce in season,” says Tamara. “We support all food business members in the three counties, including those making products such as chocolates using raw ingredients not originating from the UK.”

The Reading launch of BBO Food Group Hospitality Membership was held at Malmaison, Reading hosted by head chef Andy Holmes with Chris Barber, local restaurateur and food business adviser.

“Local produce isn’t a fad, it’s here to stay,” exhorted Chris. “Vegetables, fruit, meat and cheese sourced locally not only taste wonderful they add value too.”

Mike North from the Michelin-starred The Nut Tree Inn at Murcott hosted the Oxfordshire event. “We use locally-sourced produce all the time, often bartering with people who live in the village and bring us their vegetables and fruit,” said Mike. “Quality seasonal ingredients, making our own breads from local flour and employing people who live in the area is all part of our business ethos.”

All enquiries about membership of the BBO Food Group to: info@local-food.net or call 01865 328786.

Hospitality Membership of BBO Food Group CIC costs £100 (+ VAT) per year and provides the following benefits:

- Listing in the high quality annual Local Flavours Food Guide: 25,000 copies widely distributed.
- Listing in the on-line directory at www.local-food.net (24,000 visitors pa) and www.southeastenglandfoodanddrink.co.uk
- 100 free copies of Local Flavours Food Guide for promotion and distribution and purchase of as many as desired following this.
- Advice and opportunities to help you source and supply local produce including an invitation to at least two free organised events each year including tours to meet producers.
- Free entry to BBO annual Local Flavours trade show.
- Full membership with Tourism SouthEast for the heavily discounted price of £55 (saving approx. £80)
- 25% reduced advertising rates in Local Flavours Food Guide
- Free listing on promotional websites: www.regionalfoodanddrink.co.uk
www.visitbritain.co.uk
- Promote your own events on BBO Food Group website.
- Monthly members e-newsletter detailing latest news, opportunities and special offers available for members and opportunity to promote your own events and offers
- Exclusive use of BBO Food Group logos and trademarks on your publicity and packaging material. Free point of sale material for your displays and sales outlets.
- Networking and business contacts with other BBO Food Group members and invitations to at least three events per year.
- Free basic entry into Local Flavours Food Festival Programme and listing on the Festival website www.local-flavours.net By taking part in the Local Flavours Food Festival your business will benefit from BBO Food Group high profile media campaign.

Ends

Further information:

Tamara Schiopu, Director, BBO Food Group CIC: info@local-food.net and 07795 334474

Notes to Editors:

Berkshire, Buckinghamshire, Milton Keynes and Oxfordshire (BBO) Food Group CIC works to:

- enable as many people as possible to have access to good locally-produced food
- support producers who use humane, environmentally friendly methods, sell through local retail outlets, and are of benefit to local communities
- encourage retail and catering outlets (including supermarkets, shops, restaurants, hotels) to sell and use local food
- initiate and support projects that enable the production and consumption of local food by local people.

BBO Food Group is a Community Interest Company supported by local authorities in Berks, Bucks and Oxon, SEEDA and South East Food Group Partnership. www.local-food.net