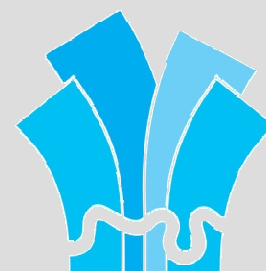


North London Food Linx Case Study

North London Business recently set up North London Food Linx to bring together food producers and suppliers in the area. The group will meet twice a year to hold networking events with presentations from relevant buyers, where possible.



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Ellen Scrimgeour, Head of Business Growth, North London Business commented "we were pleased with the turnout and after speaking to most of the businesses who attended it was evident they all not only enjoyed the event but also made good contacts and were sourcing opportunities to trade with each other. In a time of recession this kind of opportunity is invaluable to a small business."

Listening to our businesses

The food network was a fantastic opportunity that arose from North London Business speaking to one of its clients who had moved to North London from the Olympic site, who wanted food businesses in the area to be able to network with each other and do business together. The event was a great success with positive feedback from all guests. Nick Christofi of ML Meat Supplies who are a sausage and burger manufacturer said "having been in the area for 30 years this is the first useful project for my business from any agency, the event was a great opportunity for networking and meeting other food businesses and provided an opportunity to meet buyers, I look forward to attending the next one."



The first Food Linx event – Supply to Asda

The first event in June 2009 was a great success, over 40 businesses were given the opportunity to showcase their products to Asda buyers in the hope of winning a contract. Noor informed guests of the requirements and needs of Asda as a buyer and her colleague Lesley Worsfold, Branch Manager at Edmonton spoke to businesses about the community work Asda do to really integrate with local people. Noor Ali comments "we are continuously looking for new and exciting products to suit our growing customer base in our stores. The ethnic products are a growing market, especially with the ethnic diversity in London. We not only stock an extensive range of ethnic products but also recognise the importance of key festival times and celebrating the differences in the diverse communities in which we operate."

To register for future events or food business related mailings please email jineta.trivedi@northlondonbusiness.com



July 2009