



Additional benefits of becoming a 2012 SFUK Supporter

- Access to “Slow Aisles” in Leading Retailers and Food Festivals, with an opportunity to sell your brands in store
- Access to food buyer category stocking sessions, where food buyers from Leading Retailers choose products to stock in-store, both regionally and nationwide
- Ability to purchase Supporter’s Scheme product stickers, for your products allowing the consumer to actively purchase Slow products, giving significant incremental sales uplift
- Exposure to Chefs in our Slow Food UK (SFUK) Chefs Alliance who have committed to using Slow products, and then list them on their menus
- Access to networking events with your peers, press, buyers, marketers and fellow professionals: a one stop event for sharing ideas & best practice
- Access to the SFUK local groups, with the ability to organise local tastings, and sales opportunities
- Promotion by SFUK with opportunity to appear in our quarterly newsletter
- Publicity through our social media, with links to your web and Facebook pages, and tweets of your products and news
- The right to use SFUK Supporters’ Scheme Member logo for your company website
- Your company will be listed in the Supporters section of our website, which will increase the page ranking for SEO purposes
- Enhancement of your CSR, with opportunities for your staff members to engage in our Educational Programmes
- The SFUK Supporters’ Scheme Member sticker for your premises

Access to buyers, chefs and other professionals does not guarantee that they will wholesale or retail your product