

EATING PATTERNS IN AUSTRALIA

Anne Roze is the Director of Good Business Sense, a company that specialises in the analysis and ultimate improvement of their customers marketing strategies. Her company has been conducting research on family eating patterns in Westfield Shopping

Centres over the last year, making this study extremely relevant to all Westfield food retailers. Expect to learn the reasons why customers make the decisions they do, how to target your ideal customer and which media formats are more likely to end up putting money in your

pocket. The methodology that Anne uses is measurable and clients that have followed her recommendations have experienced a 10-30% increase in their market share. Finally, relevant research that improves the bottom line!



THE PERFECT CUP

Are you creating the perfect cup of coffee everytime? Not an easy task when faced with a huge variety of brands, qualities and methods. Then there is the problem of a barista – how can you always have an expert operating the machine when you have

casual staff? The answer is to send them all along to this seminar and Gary Try – dubbed Mr. Beans by Bert Newton from "Good Morning Australia" – will impart a lesson on flavor, aroma and quality, unbiased by brand or machine. He will talk about all

aspects of coffee from the plantation to the cup. The passion Gary has for this subject is contagious and you and your staff will leave with invaluable, hands on information to create the perfect cup, everytime.



VISUAL MERCHANDISING FOR FOOD

So often when working hard in your business you forget some of the important retail points that help drive your business. Food Consultants Australia will help you re-visit one of the most important retail principles – visual merchandising. Good visual merchandising has

the ability to generate sales for your business 365 days a year. It does not have to be expensive or elaborate, in fact the simple, innovative ideas are often the most effective. Joan Holley, who will be presenting the seminar has over 25 years experience in both the retail food and

hospitality industries. She will be showing you over 60 slides with the do's and don'ts of how to apply the "13 Visual Merchandising Success Factors". So join us to discuss practical, simple and economical ways in which you can improve your visual merchandising.



ANNE ROZE

- Family eating patterns
- Why do we need to know them
- Who makes the purchasing decisions
- Which member of the family should you appeal to
- Which media format best suits you

GARY TRY

- How to make the perfect cup
- The bean – its history
- Roasting and grinding
- Coffee machines, types and results
- Varieties of coffee based beverages

JOAN HOLLEY

- The good, the bad and the ugly
- The 13 basic principles
- Using them to increase sales
- Economic options
- Maintaining the standard

the **seminar** will cover a range of issues including

