

FLAVOUR SA

Does your business understand the latest Food Consumer Trends?

Food Trends are changing constantly. Hear first hand from Matthew Palmer, Senior Market Analyst, South Australian Food Centre on the latest food consumer buying behaviours compiled by the PIRSA Market Intelligence team.

Launching the latest report "Food consumption and consumers: who, what, where and why?" Matthew will provide an overview of the issues that are shaping consumer trends in the food industry and possible opportunities for differentiation and growth in the marketplace. Consumer trends are constantly changing, which can quickly date specific information. This presentation will outline available sources of information, resources and techniques that are available to better understand consumer behaviour. There are 2 key sections to the report; consumers and markets and the decisions consumers make when purchasing food produce. Copies of the full report will be provided.

Cole Thomas, Chef de Cuisine, Central Market Kitchen will update us on how producers can engage more chefs, retailers and consumers with their produce/brand.

Please join us for an informal but informative presentation from Matthew and Cole followed by networking and refreshments.

Date : Wednesday 29th September, 2010

Time: 5.30pm – 7.30pm

Venue: Central Market Kitchen, Level 1, Adelaide Central Market (take the lifts from Gouger Street)

Cost : \$39 including gst (members), \$52 including gst (non members), \$29 including gst (students)

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Payment must be received prior to the due date. Upon payment this will become a tax invoice. A receipt will be sent to you as proof of payment. Refunds will not be given, however places are transferable.

Please complete and return the registration form to Flavour SA by 27th September 2010 c/o Flavour SA on fax (08) 8431 7171 or PO Box 124, Glenside SA 5065. For enquiries, please email contact@flavoursa.com.au or phone Amanda Hunt on 8348 4494 or mobile 0415 050 494.



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