

# Preparing to Sell to Tesco



dream ☁️

plan 📍

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## Client:

Food North West  
(previously the North West Food Alliance)

## Schools:

Food and Leisure Forum  
Liverpool Business School  
Business Development Team

## Staff:

Liz Kerr  
Bob Doherty  
Jon Barrett

## Project:

Following the launch of Tesco's new initiative, which will see the company opening regional buying offices across the country in a pledge to source local produce, Food North West was invited to bring a number of local companies to London to pitch their products.



Left to right: Pat Foreman Food North West, Liz Kerr LJMU, Simon Robb Bank of Ireland, Briege Donaghy, Tesco, Emily Shamma, Tesco



Presenting to the Tesco buyers

As the 13 companies had no experience of pitching to Tesco, Food North West approached LJMU with a view to giving them some training.

A team was set up to deliver the training, which included Liz Kerr from the Faculty of Education, Community and Leisure; Bob Doherty from Business and Law and Jon Barrett from the Business Development Team, who all traded successfully with Tesco in previous roles.

### Client benefits:

After presenting, each of the companies received positive feedback from the buyers and managed to secure follow up meetings with Tesco.

### Academic and Student benefits

- One student placement has already been achieved with one of the companies that were trained
- LJMU academics have strengthened their links with both Tesco and the Food North West

"This was a great opportunity, providing valuable hands-on practical advice to help us deal with the challenge and steep learning curve. It was a great training course and I'd thoroughly recommend it to anyone who is thinking about pitching to Tesco."

Stephen Wright, International Imports

"The support and training that we received from LJMU has been invaluable and much appreciated."

Stephen Williams, Udale, producers of Cumbrian Fellbred Beef