

ALLOTT & ASSOCIATES LTD

Public Relations and Marketing Consultants

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ALLOTT & ASSOCIATES LINK UP WITH UNIVERSITY FOR FOOD SOLUTIONS

Allott & Associates Ltd has joined forces with Food Chain CIC at the University of Leeds to provide a unique research, marketing and pr solution for food companies.

This exciting new partnering move was agreed following a recent meeting of Yorkshire Forward's Functional Foods Forum, which is run by the Food Chain CIC based at the internationally excellent food science department at the university.

The pr specialists Allott & Associates are members of this innovation forum.

One of the major reasons for the tie up with Allott & Associates is the synergy between the two Yorkshire players. The university collaborates with a number of organisations such as Tesco, Danish Bacon and Jazz Apples. At Allott & Associates, clients include It's Nut Free, Pecan Deluxe, ready meal producers Roberts of Port Dinorwic, Manchester Rusk Company, supermarket ready meal maker Kwoks and the Ice Cream Alliance.

The initiative will involve the two organisations working closely together with food companies both in the UK and abroad to help develop new products, improve existing food (for example through the extension of shelf life, removal of artificial additives and reducing colouring and trans fats), along with the development of complimentary food products.

The Food Chain CIC's facility in Leeds includes, research laboratories, pilot plant production and tasting panels for almost any food or drink product. It also has access to a wide variety of facilities across the region's universities. Functional food innovation and R&D are available to help companies produce new products or relaunch existing ones, ensuring the ingredients are reformulated and clean.

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Knareborough-based food marketing and public relations specialist Allott and Associates will manage some of the projects, bringing its 14-year proven track record and know-how in the sector to the partnership.

Once products have been developed or existing ones refined, as part of the package Allott & Associates will provide marketing, consultancy and pr to promote them. In some cases grant funding is available to support the research and marketing, which in exceptional cases can be as high as £1million.

Allott & Associates managing director Philip Allott said: "This is an extremely exciting project and we're very pleased to be working with the university, an acknowledged expert in the development of food products. By working together we hope our existing clients will benefit, along with the opportunity for Allott & Associates to develop a number of new accounts."

Summarising, Food Chain CIC's Commercial Director, Dr Graham Clayton, said: "Consumers are looking for healthier options. Working with Allott & Associates provides our projects with a synergy and means our clients can benefit not only from research, but also from the marketing support afterwards necessary to generate new sales.

"They will be offered a choice of projects being handled by either Allott & Associates or the CIC, enabling clients to have one project manager providing a seamless service."

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Background information:

Allott & Associates Ltd is a full-service agency and provides all the services you would expect from an in-house marketing department. Building on over 15 years experience, Allott & Associates Ltd has the marketing resources, experience and ability to help your organisation attain its strategic objectives. Many of the company's clients are involved in business-to-business (B2B) activities including food, beverages, packaging, electronics, engineering, logistics, pharmaceuticals and printing together with numerous related markets. The company is also experienced in providing marketing support to a number of service sectors, including education, local and central government, the MOD and recruitment.

Key marketing services provided by Allott & Associates Ltd include public relations, design, marketing consultancy, photography, advertising, direct-mail, website development, research, exhibition panels, corporate events and film making.

Currently the agency is proactively involved in marketing campaigns in the UK, mainland Europe, the US and Australia.

Clients can engage the agency on a 'project-by-project' basis or for a monthly retainer. For more information and a bespoke quotation, please give Allott & Associates Ltd a call ... 01423 867264

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