



SEAFOOD - SHOPPERS AND CONSUMERS

Tuesday, 13 October 2015

- *Who is the seafood shopper and how do they choose what they are going to buy?*
- *How can we segment consumers and how can we change their behaviour?*
- *What is the current shape of the foodservice market and what are the upcoming trends?*
- *What are the foodservice consumers' barriers to purchase and how do they feel about Sustainability?*

To find out more, you are invited to join Seafish at a free event in Grimsby on Tuesday, 13 October 2015 where we will be presenting on a number of consumer-related topics, all focussed on keeping you up to date with the latest news, views, eating and consumer trends and much, much more.

Agenda

09:15am **Registration and coffee**

09:30am **Introduction**

Mel Groundsell, Corporate Relations Director, Seafish

09:45am **Seafood shopper insights – Kantar Worldpanel**

Simon Hulbert, Kantar

Presentation of Seafish-commissioned research and gain an understanding of seafood shoppers purchase habits, decision making and wider category attitudes. Understand the influencing and key factors that determine how and when people buy seafood with the aim of making it easier for shoppers and consumers to engage more with the category to drive more purchasing.

10:30am **Seafood consumer segmentation**

Heather Middleton, Marketing Manager, Seafish

Hear the results of Seafish research with Experian, YouGov, TGI and Kantar to segment seafood consumers into six targetable clusters. Understand who they are, their habits are and how they can be effectively targeted to buy and eat more fish, more often.

11:15am **Fish is the Dish consumer campaign**

Heather Middleton, Marketing Manager, Seafish

An overview of activities and messaging regarding the *Fish is the Dish* consumer campaign; promoting seafood to the general public, including Seafood Week.

11:35pm **Question time**

12:00pm **Fish is the Dish – themed buffet lunch**

12:45pm **State of the Nation – foodservice Britain – NPD Crest**

Jack MacIntyre, Business Analyst, The NPD Group

On the back of an improving economy and changing consumer behaviour the British foodservice market is now growing faster than anywhere else in Europe. So, come and hear how key players are staying ahead in this increasingly competitive market.

13:30pm **Seafood in the foodservice sector – RDSi**

Caroline McHugh, Insights Analyst, RDSi

A presentation on the consumer barriers faced by seafood in foodservice to gain a holistic understanding of the sustainability, provenance and ethical certification needs of foodservice throughout the supply chain.

14:15pm **Question time**

14:30pm **Seminar Close**

14:35pm **One-to-one bespoke meetings with stakeholders**

Seafish colleagues will be available after the presentations for 10 minute meetings with individual stakeholders. During these sessions we'll aim to understand any specific areas in which we can provide specific support and agree next steps. These slots will be filled on a first come first serve basis, so please make note in your response if you would like to meet with a member of our Market Insight or Marketing and Communications teams and we will make the arrangements.

Venue: Humber Royal Hotel, Littlecoates Road, Grimsby DN34 4LZ

To book a place(s) for this event, please email julie.snowden@seafish.co.uk with details of:- your name; job title; company/organisation; address; email and telephone numbers.

There is no cost to attend this event, but places are limited so please reply at your earliest convenience.

Regular updates will be sent. Information correct at time of issue.

Seafish

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