



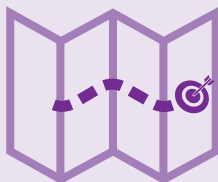
**CONNECT
LOCAL**

**Building your business at
Connect Local workshops**

What you will
LEARN
during a Connect
Local workshop



Routes to market



Creating your

USP

**Consumer
trends**



Food safety &
accreditation

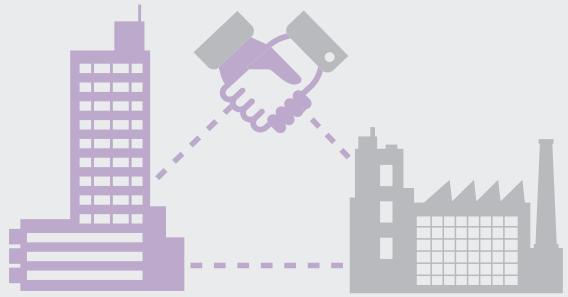
**Branding
&
storytelling**



**Sustainable
packaging**



Buyer expectations, pitching & negotiating



Visual merchandising



Pricing strategies

Strategic marketing planning

Social media & digital marketing



Funding



Product & range development, & brand extension

What you will
GAIN
during a Connect
Local workshop

Free business advice
from food & drink
industry specialists



Networking

with other
like-minded
food & drink
producers



**Knowledge
& skills to build
your business,
brand & product
portfolio**



**Making the
most of access
to market
insights and
intelligence**



For further details about the workshops and how to book:

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[@ConnectLocalSco](https://twitter.com/ConnectLocalSco)

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**SCOTLAND
FOOD & DRINK**

