

UK Design for Food & Drink

One-Stop-Shop



DESIGN
IS
GREAT

BRITAIN & NORTHERN IRELAND



5 compelling reasons to choose the UK to develop your products and services in Food & Drink

1. Biggest manufacturing sector in the UK

Food and drink is the biggest manufacturing industry in the UK - larger than automotive and aerospace combined. British food companies and design agencies have a wealth of experience in developing brands in this prosperous sector and a vast amount of talent that can be shared across the world

2. Strong food and drink supply chain

The UK has the world's fifth largest economy, which combined with our geographic location, serves as a perfect springboard to global markets. Our food and drink manufacturing sector is also supported by a strong supply and distribution infrastructure, capable with dealing with demand from overseas.

3. Global export opportunities

Global relationships in the food and drink sector are already thriving and our brand designs are appreciated worldwide. In 2018 food and drink exports were worth £23bn and UK food exports to China increased by 35% in 2017 making China the UK's second most important market.

Contact

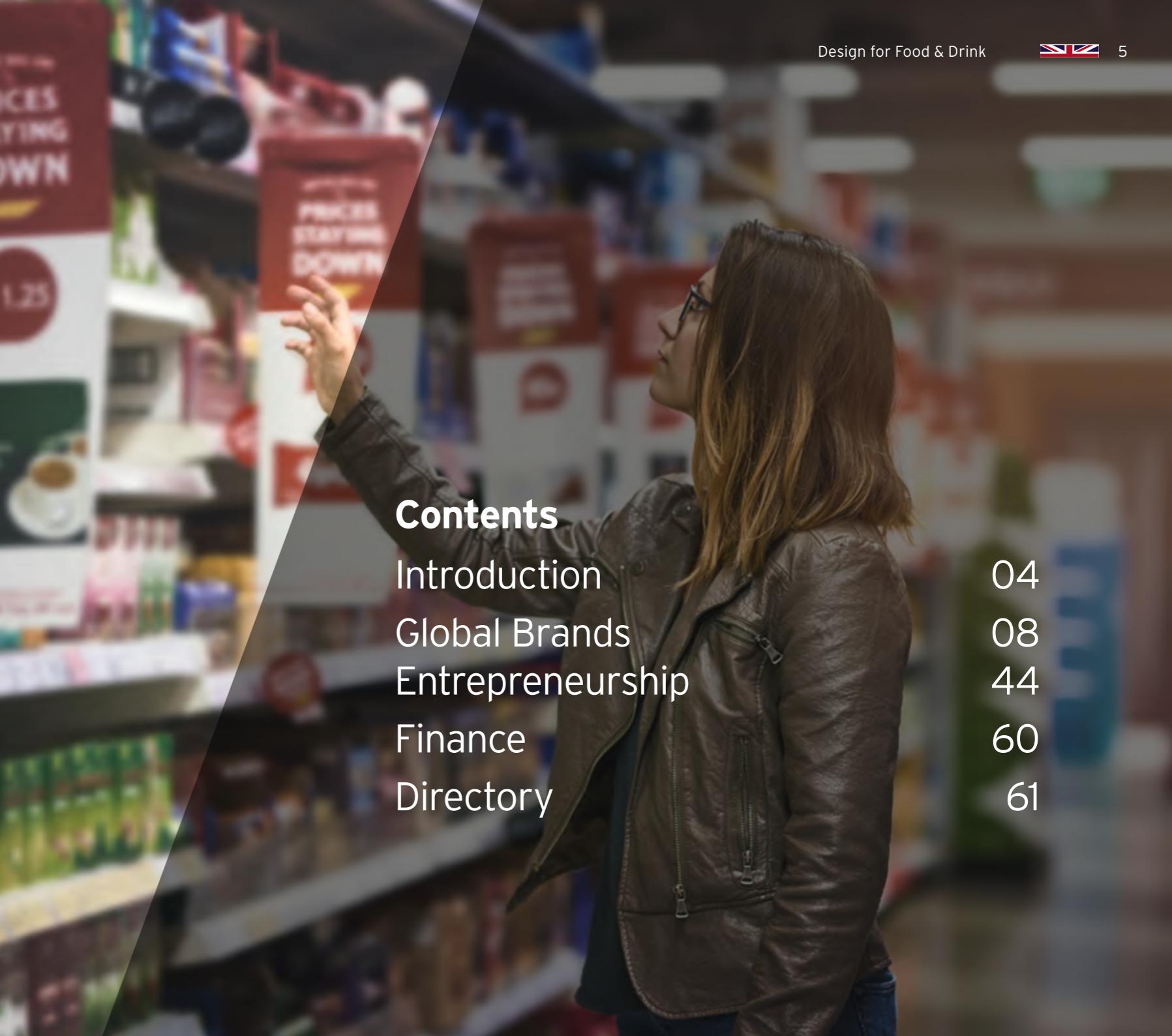
For all enquiries please contact us at enquiries@dba.org.uk or visit us at www.dba.org.uk or www.great.gov.uk

4. Ground breaking design and brand building

British design agencies have the talent and experience required to help launch start-ups and assist businesses making their next critical move in the market. With the UK's five largest retailers placing an average of 8,500 new products in their stores each year, UK designers have a great track record of making brands stand out from the crowd and sell time and time again.

5. Traceable, trustworthy and ethical sourcing

More and more consumers are conscious of where their food is from - wanting it to be ethically sourced, healthy, and low-carbon. The UK can offer international buyers and investors traceable products they can trust and high standards throughout the supply chain.



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Introduction

Creativity in Food & Drink

The UK has a well-earned global reputation for provenance, quality and innovation and while we continue to go from strength to strength at home, we enjoy sharing all our creativity and experience across the globe.

The strength within our industry is not just in the food and drink we produce but also in terms of the skills and people required to successfully promote and sell the product. The UK is outperforming global competition when it comes to design. Research by The Design Council found that in 2015, the total value of exports where design had made a key contribution was £48.4bn, representing 7% of total UK exports that year.

This comes at a time when companies are realising the importance of design. In the same year, UK firms invested £14.7bn in design - understanding that effective design helps to increase sales turnover, business competitiveness, and awareness of their brand.

Design is particularly important when it comes to launching a new business or product. The Design Council found that "every £100 a design alert business spends on design increases turnover by £225". So, in short, it is an investment worth making for the long term future of your brand. UK agencies are using their creativity and innovation to support start ups and help established businesses take new directions.

It is a growing sector and the opportunities within it are boundless. Between 2010 and 2015, business turnover for food and drink in the UK grew by 28% with profits growing by 10%. Over this same time period employee numbers grew by 6%. There's a further 33% intended growth rate for branded food and non-alcoholic drink - reaching £6bn by 2020.

It's all about the food

We have an appetite to improve in the food and drink industry. Nine in ten businesses are involved in new product development (89%) according to a Food and Drink Federation survey - underlining how this sector understands the importance of constantly evolving.

There is an amazing support network for new ideas, with the UK being a world leader in research and development - ranked second only to the US. High-tech packaging and convenience products have been areas where the UK have particularly excelled.

Companies from overseas have recognised this capability. For example, Swiss company Nestlé runs the Product Technology Centre (PTC) in York to develop new technologies and innovative products. It also provides technical assistance to Nestlé-operating companies around the world.

UK design agencies are also always learning about consumer behaviour to improve performance and stay in tune with the ever-changing market. There is a collaborative relationship with academics, the government and other organisations throughout the supply chain to understand the latest trends and how best they can respond to them. With a fast-growing wealth of experience in global markets, their strategies are also being employed effectively outside of the UK.

The case studies in this book show how British designers are actively working effectively in international markets and making breakthroughs with new concepts. Whether you want to grow your brand in new markets, build global success or launch an innovative idea, UK agencies are primed to take on the world for you and win!

Global Brands

A distinguishing mark of the food and drinks sector globally is the strength of its brands. Creativity and innovation lie at the heart of driving greater value into business, and the UK design sector has a global reputation in doing this both on and off the pack. Their experience of global markets, their understanding of the supply chain and their drive to champion the consumer add up to a very powerful offer. And at a time when consumers are demanding transparency and authenticity from their brands or they'll drop them, getting your positioning right in the market has never been more critical.

Matthew Barwell, Chief Marketing Officer, Britvic



Global Brands

Diageo Imagination

Maximising the potential of the brand's story

Guinness is one of the world's most iconic brands and its home is St James's Gate in Dublin. Every pint of Guinness originates from the famous Brewery, either made there in full or containing the essence of Guinness that is shipped to breweries around the world.

Given the love for the brand the Guinness team in 1997 decided to convert the old storehouse into a visitor attraction, and in partnership with design company Imagination created a bold and original scheme.

The idea was to create a pint shaped cavity in the middle of the building around which the story of the brand would unfold across seven floors. The self-guided tour culminates in the Gravity Bar, where visitors learn how to pour the perfect pint.

The Guinness Storehouse has become Dublin's number one tourist attraction, welcoming its 20 millionth visitor in 2019, while continually finding new and exciting ways to tell the brand's story. With the space designed to be a multi-sensory and immersive experience of the brand, 20% of visitors taste their first Guinness at the Storehouse. The Storehouse is a celebration of great beer, and great design.



Global Brands

Nomadic was completely transformed as a company thanks to a design intervention. It's annual sales value went from £240,000 to £9.7 million in 7 years.

Carter Wong were approached by Bio Green Dairy for a brand refresh and packaging update. The challenge was to create a new feel that was modern, fresh and memorable that should have 'taste appeal' and authentic roots.

They became a market leader in the Asian yogurt category listed in 4 major supermarkets within 6 months. The success of the brand refresh delivered the return on the design investment and surpassed the client sales targets by 137%.

Having outgrown their premises, Bio Green Dairy merged with A Different Dairy Company. A new brand narrative helped engage internal and external audiences, and sales, orders and market share all increased.

An increase in perceived quality through a refreshed design led to a 54% sales increase in 3 years for Nomadic Oat Clusters alone. The company's products are now selling across Europe.

Global Brands

Jacobs Douwe Egberts - L'OR Design Bridge

*Brand reinvention makes
big dreams come true*

L'OR was a small coffee brand with big ambitions to challenge Nespresso and its dominance of the luxury, in-home coffee experience market.

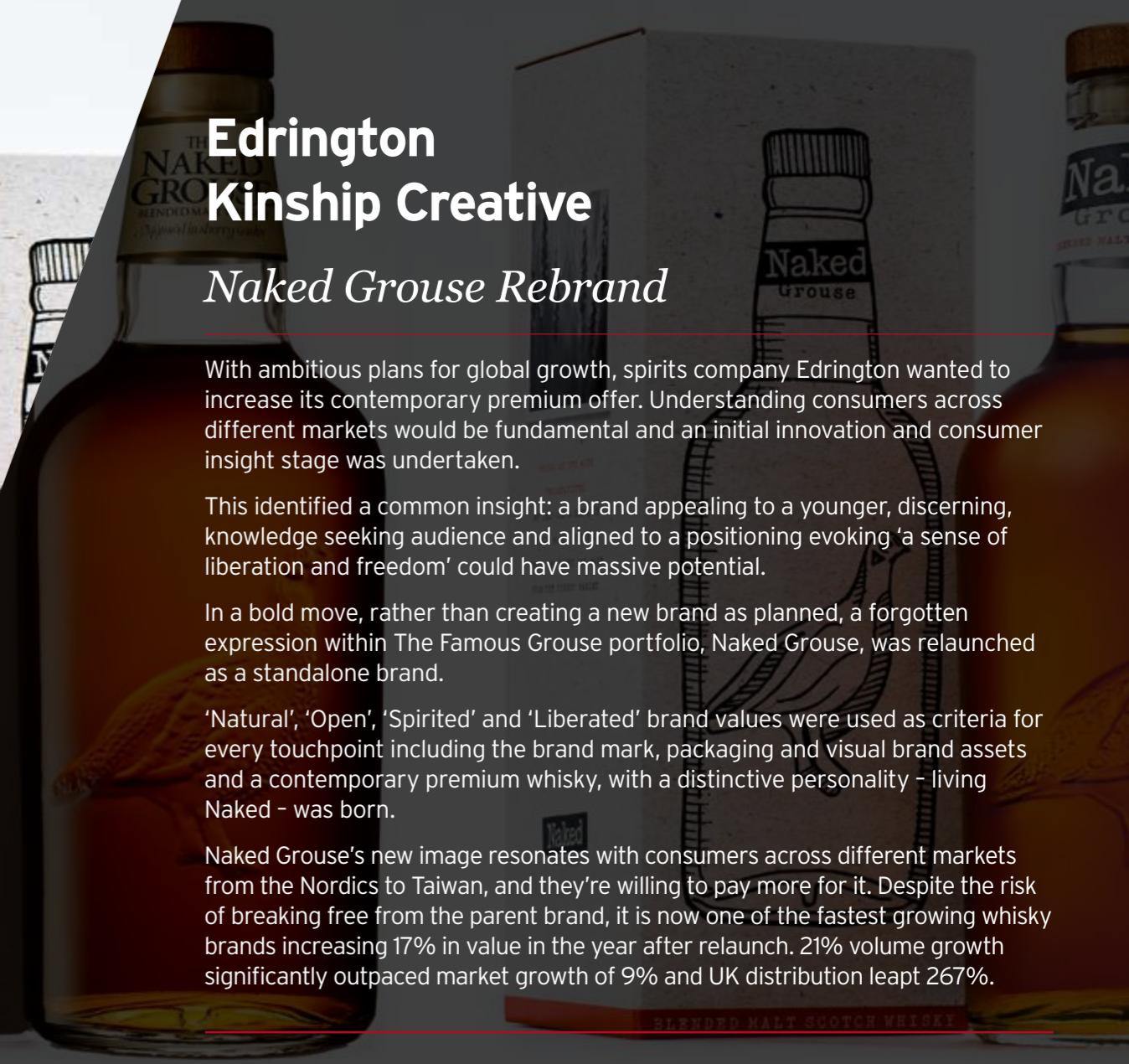
Like Nespresso, L'OR began to offer aluminium capsules, rather than plastic, to leverage opportunity in the strongly growing category. But to truly rival Nespresso, L'OR needed a contemporary brand reinvention.

L'OR was repositioned by Design Bridge to represent unapologetic decadence. The new jewel-toned colours and the transformed capsule packaging delivers a premium product.

Following the launch of the capsules at the end of 2016, L'OR exceeded its annual sales target by 99% in its first year and by 50% in 2018, tripling its business. In only 20 months L'OR was present in 36 markets across five continents.



Global Brands



Edrington Kinship Creative *Naked Grouse Rebrand*

With ambitious plans for global growth, spirits company Edrington wanted to increase its contemporary premium offer. Understanding consumers across different markets would be fundamental and an initial innovation and consumer insight stage was undertaken.

This identified a common insight: a brand appealing to a younger, discerning, knowledge seeking audience and aligned to a positioning evoking 'a sense of liberation and freedom' could have massive potential.

In a bold move, rather than creating a new brand as planned, a forgotten expression within The Famous Grouse portfolio, Naked Grouse, was relaunched as a standalone brand.

'Natural', 'Open', 'Spirited' and 'Liberated' brand values were used as criteria for every touchpoint including the brand mark, packaging and visual brand assets and a contemporary premium whisky, with a distinctive personality - living Naked - was born.

Naked Grouse's new image resonates with consumers across different markets from the Nordics to Taiwan, and they're willing to pay more for it. Despite the risk of breaking free from the parent brand, it is now one of the fastest growing whisky brands increasing 17% in value in the year after relaunch. 21% volume growth significantly outpaced market growth of 9% and UK distribution leapt 267%.

Global Brands

Carlsberg Taxi Studio

Using design to tackle an identity crisis

Carlsberg found themselves increasingly under pressure from new market entrants and they had a portfolio which was becoming increasingly inconsistent across the globe.

Working with brand design agency Taxi Studio, Carlsberg unified its diverse markets with a simple yet versatile identity system that champions the principles of 'betterment' and great Danish design.

Following the rebrand launch, Carlsberg received 350 million social media impressions and was voted the People's Choice - most popular beer brand in China.

The rejuvenated brand has galvanised teams internally and restored brand pride - driving advocacy across LinkedIn and other social media channels.



Global Brands**Danone
Dragon Rouge**

*Cleverly responding to
a gap in the market*

With people shifting from calorie counting to more natural products with low sugar, salt and artificial flavourings, Danone spotted an opportunity to tap into this new direction in the healthy food market.

They came up with a mainstream yoghurt that was both delicious and delivered these credentials. 25-44-year-old millennials made up the gap in the market, and Danone knew that if they tapped into this target audience, the growth potential would be huge.

Taking inspiration from clean eating bloggers' ideals of wanting to 'look good and feel good', a playful yet stylish, lifestyle-driven packaging design by Dragon Rouge was created with real fruit acting as clothing for hand-drawn silhouettes of women.

In just 12 weeks, Light & Free had a 13.7% household penetration and a 37.2% repeat rate. And after 32 weeks, 3.9 million households were trying the brand. It achieved the highest penetration of all yogurt innovations in the last four years.

Global Brands

Lean Cuisine Pearlfisher

Fighting back against falling sales

With attitudes towards health shifting from calorie counting to nutritional value, Lean Cuisine's 'diet' frozen food was no longer relevant. The brand's core consumer had dropped 70% by 2014, and Lean Cuisine was in danger of becoming extinct.

Pearlfisher redefined what Lean Cuisine stands for, with the rebrand focusing on enjoyment and culinary fulfilment. The range was simplified into new health-focused lines and premium feel packaging was designed to reinforce the wellbeing message.

The new look arrived mid-May 2015. Within a week of launch, sales declines slowed; within a month, they stopped. By July, the brand was in growth for the first time in seven years - sales had grown from -20% in April to +15%.

Household penetration increased by 9% post-relaunch and buy rate jumped 8.6%. Such was the success of Lean Cuisine, it also drove an incredible turnaround for the frozen nutritional meals category.



Global Brands

Häagen-Dazs Love

*Getting in touch with
the millennials market*

Once the luxury ice cream of choice, by 2015 Häagen-Dazs was in trouble. In a thriving category, the brand wasn't growing and was losing market share - particularly with the younger demographic.

Every brand touchpoint was reinvigorated by Love. A contemporary new look for the brand's global retail shops, the artful use of illustration on the packaging, and smaller products for the health conscious have resonated with the millennials.

In the year after Häagen-Dazs' redesign, UK sales increased 37% against an objective of 10%, whilst market share grew by 1.7% against a target of 1%. With more younger consumers attracted to the brand, penetration has doubled from 10% to 20%.

Refurbished stores have delivered sales increases of 23% and the format is being rolled out globally. With the new retail spaces packed full of Instagrammable moments, there's been a 500% explosion in social media engagements.

Global Brands

Freixenet Hunt Hanson

Taking on the competition with a premium price tag

Soft on the palette and with an accessible price point, Prosecco has been stealing Champagne and Cava sales. Its growing domination of the sparkling wine fixture was threatening Spanish Cava producer Freixenet's future.

In a bold move aimed to de-position other brands, Freixenet set out to launch a premium Prosecco that would be over 30% more expensive than others. The challenge for Hunt Hanson was to create a highly attractive branded bottle and packaging that was clearly Prosecco, but looked worthy of the price.

Supermarket buyers listed the new diamond design bottle with no hesitation, Freixenet exceeded value and volume sales targets, and the brand also achieved unprecedented distribution in the on-premises segment, with support from retailers such as All Bar One.

Following the UK success, Freixenet Prosecco is now available in 15 international markets.





Buttermilk

ARTISAN CONFECTIONERY

ESTD Padstow 1964

Kingdom and Sparrow

*Bringing artisan confectionery
to global markets*

With 80% of their sales coming from products they made for other brands, Buttermilk wanted to make its own brand standalone and drive sales. They also had ambitions of competing on a national scale and for a higher price bracket.

Buttermilk had been hand-crafting fudge in potter pans since the 1960s, and their local following was impressive. But their branding and packaging was overly simple and couldn't communicate the premium messaging.

The challenge for Kingdom and Sparrow was to put across luxury and a fun sense of personality at the same time, so a full rebrand was undertaken which, with hand-drawn illustrations and 'wallpaper' patterns incorporated onto the side of the packs, achieved a more grown-up, premium feel.

In less than two years, Buttermilk are producing half million more boxes of own brand fudge. Their customer database has grown from 1,000 to 30,000 and their confectionery is sold in their target supermarket: Waitrose. What's more, they now export to 14 countries - that's compared to just three before the rebrand.

Global Brands



Pizza Express Bulletproof

Defining a premium range for a convenience product

Pizza Express is a much-loved brand, with a consumer base of over 10 million. They wanted to assimilate the brand to create a more engaging experience at home to beat off competition from the rise of supermarkets' private-label, premium chilled pizzas.

Bulletproof's aim was to create a hero brand through the redesign and to differentiate between the classic and premium ranges. Using handwritten typography and bright colours, they instilled authenticity that linked to the restaurant experience.

In just 12 weeks after the relaunch, the Pizza Express 'At Home' range enjoyed 15% value and 17% volume growth. That equates to £2.79 million additional revenue. In some retailers, Pizza Express is now outperforming the rest of the market by 9.3%.



Global Brands



Tesco Elmwood

In 2017 with veganism and flexitarianism on the rise, most of the supermarkets had pockets of vegan and vegetarian products in store. Tesco wanted to be first to market with an exclusively plant-based, own-label range. Its brand and packaging design would need to appeal to a wide target audience – not just vegans.

Launched in January 2018, the Wicked Kitchen's design has bags of attitude, capturing the spirit of the creator-chefs Derek and Chad Sarno. The chef's knife in the brand marque draws on their skill and precision, whilst the packaging celebrates plant-power, with vegetables taking centre stage.

Wicked Kitchen was the first exclusively plant-based own-label offer launched in UK supermarkets, selling 2.5 million units in its first 20 weeks. After six months, it achieved 152% of its sales value target and was responsible for more than 20% of the additional meat-free take home sales. Based on its success, Tesco is more than doubling the range from 20 to 44 lines.

Global Brands

Allied Bakeries BrandOpus

The importance of understanding local markets

Healthier eating trends have seen premium bread sales rise and wholemeal bread brand Allinson's was perfectly placed to capitalise on this. One hundred years ago, Allinson's founder was one of the first to advocate the benefits of wholemeal, encouraging Victorians to incorporate it into their diets.

With this heritage, Allinson's should have been leading the category, but its pack had little visibility on shelf and the brand was instead experiencing long-term decline. Evoking the founder's passion for quality, his pioneering spirit and maverick ambition, the new design takes risks - like implementing paper packaging - and reinforces Allinson's as a brand steeped in expertise and history.

The premium look has elevated the brand's craft credentials and increased shelf stand. After years of double-digit decline, the redesign led to a year-on-year uplift in value sales of 73% and volume sales of 55% to become the fastest growing bread brand in the category. Distribution is up 11%. And the paper pack design means plastic production is down by 18 tonnes.



Global Brands

THIS BUD'S FOR YOU

AB Inbev
Jones Knowles Ritchie

*Reconnecting with once loyal consumers
- while engaging new ones*

Through the decades, the Budweiser label and its typography had become a lacklustre distorted copy-of-a-copy-of-a-copy. The brand lacked cohesion and needed to increase quality and premium perceptions in growing markets.

Globally, the brand had become a symbol of freedom. Turning to JKR, the design strategy was based on the principles of the American dream - a drive to succeed and hard work. Reflecting the brands role as a leader, the design language needed to buck out-dated trends and demonstrate confidence.

In North America, the brand suffered from decades of decline in market share and lacked relevance with millennial consumers. The brief was to bridge the gap between the iconic brand, as it exists in the minds of consumers and the incoherent design language that had come to represent it.

The redesigned visual identity system and packaging finally unified the brand across the globe. The simplified design language has allowed for fresh and dynamic brand activations, regaining relevance with young people and reversing a sales slump.



Global Brands**Sinebrychoff
Bluemarlin**

Finding a unique voice in the market with bold rebranding

For 20 years Battery Energy Drink has celebrated strength and determination but the brand needed a new packaging solution that reflected its mission to make each day count.

Liberating Battery from the category conventions of explosive high energy, Bluemarlin was tasked with focusing on a design that boldly elevated the brand with aspirational spirit and accessibility.

Cutting the clutter, amplifying the wordmark, and a new dynamic plus (+) sign were important changes. The symbol reflects the way energy ebbs and flows in our daily lives and the vibrant colours demonstrate creativity and exciting flavours.

Battery has found its unique voice in the extreme drinks category as a brand that understands how small wins make a big difference, without sacrificing an ounce of Battery's authenticity.

Global Brands

Jude's Ice Cream

ASHA

Being proud of British roots and ingredients

The original brand identity had looked to position Jude's as an authentic, family run business delivering delicious hand made ice cream of impeccable provenance.

The challenge going forward was to compete in the luxury ice cream sector up against traditional incumbents, new entrants and supermarkets' own branded products.

In cleaning up the typography and developing a vibrant set of striped colour combinations, the tubs really stand out. ASHA also created a new 'quality stamp', a play on the traditional British Standards kite mark bearing the words 'Great British ice cream.'

This sense of high quality and Britishness is being appreciated across the world now too, with Jude's distributing throughout the Middle East and Singapore.



BULWARK™ ORIGINAL CIDER

Global Brands



Bulwark WPA Pinfold

Heritage helping to break into global markets

Bulwark Cider, a Canadian brand, may have been thoroughly enjoyed by locals, but markets across the country and overseas weren't on its radar. That is until a rebrand earned it listings in the UK, USA, Hong Kong and China.

With the craft cider market becoming highly competitive, the design needed to appeal to mainstream markets to have a large-scale penetration, whilst still communicating the artisan story.

WPA Pinfold re-pitched it as a signature blend, focusing on the provenance of the ingredients and Nova Scotia's 400-year apple growing heritage. Hand-drawn lettering and an organic design depict the authentic qualities, and make it eye-catching.

The rebrand totally repositioned Bulwark. Revenue increased by 62% in just one year, and the drink is sold in the premium price bracket in the UK and USA. Staff numbers have doubled to keep up with demand.



500ml

Entrepreneurship

“From start-up to scale-up, the UK boasts one of the most vibrant ecosystems for entrepreneurship in the world. As Peter Druker says, “The best way to predict the future is to create it.” Here in the UK, we create the future for brands.”

Deborah Dawton
Chief Executive
Design Business Association



Entrepreneurship

Kabuto Noodles B&B studio

Bringing a new product to market with instant success

A brilliant balance of Eastern wisdom and Western convenience, Kabuto's noodle pots are a healthier alternative to other 'on-the-go' snacks. B&B studio created the name, identity and packaging, bringing a witty twist to the world of the samurai for a brand that's authentic as well as accessible.

In the five years following launch, the brand's sales and distribution targets were greatly exceeded, with retail sales growing from zero to more than £5m. The strength of the brand on shelf has been instrumental to further growing sales year on year.

Kabuto has become the UK's 5th largest instant noodle brand, attracting new consumers to an ambient category they might not have considered before.

The brand identity and packaging design has been integral to Kabuto's success, and with a new kids' range extension just launched, Kabuto shows no signs of stopping.

A fresh tasting noodle dish
with miso, soy & vegetables

A fresh tasting noodle dish
with chicken, ginger, chilli,
coriander & spring onion

A fresh tasting noodle dish
with beef, soy, garlic and ginger



Entrepreneurship

Seedlip Pearlfisher

Embracing the art of nature

Aiming to solve the dilemma of 'what-to-drink-when-you're-not-drinking', Seedlip's founder wanted it to stand as a credible and sophisticated social drink.

Drawing on the 17th century distillation process used in production and the founder's family farm, the design solution features an artful arrangement of the drink's botanical ingredients.

Pearlfisher's new design was a significant contributor to achieving the brand's first crucial listing at Selfridges and it subsequently became the store's bestselling spirit, despite being non-alcoholic.

In just three months, its sales volumes exceeded launch forecasts by 900%, with 10,000 bottles sold. Seedlip's year one revenue target was smashed by 1,900% and over 350 listings were secured within six months. It also became the first non-alcoholic drink that Diageo has taken a stake in.

Leaf - Herb - Pod



Entrepreneurship



Love Taste Co. Drew London

The importance of lasting creative relationships

Love Taste Co. has transitioned its natural fruit and vegetable drinks to a premium positioning within the market. Their turnover grew from £2.2m in 2014 to £4.8m in 2017.

Given that Love Taste Co. do not advertise, the key communication media for the brand and products has been the packaging and POS material.

The secret ingredient to their success is the strong relationship that Love Taste Co. and Drew London have built over fourteen years. Having started out together on a smoothie stall in Borough Market, it has now become a fully integrated creative partnership.

At the forefront of the market, Love Taste Co. continuously works on developing new flavours, which give Drew London the opportunity to create posters for upcoming ranges. All the assets are then used by Love Taste Co. across media and packaging.

Entrepreneurship

The Travelling Bee Company

Decide

Making the design as special as the story

The UK bee population has declined by 45% since 2010, and Mark Chambers decided to do something about it with his mobile honey-making bee business.

However, his business wasn't sustainable because his honey was failing to secure listings at premium retailers. The honey is high quality and the story is strong, but the design wasn't special.

Working with Decide, The Travelling Bee Company has a new brand narrative and premium packaging. The design involved a new name, a playful illustration, authentic unbleached paper, bright accent colours, witty wording and charming lettering.

The business was transformed. Total turnover grew by 565% and the design investment was returned in just four months. It is now sold by 24 new retailers and Mark's bee numbers are growing too, from 10 colonies to 90 - that's 4.8 million more bees.





Entrepreneurship



Aquapax Sunhouse

Bold ethical vision to change a market and the environment

UK water brand Aquapax wanted to shake up the portable drinking water category. Sunhouse used a maverick brand and design to kick start the evolution in Waitrose and Selfridges, with an unambiguous message to #ditchtheplastic.

The independent wholesale channel embraced the product, selling Aquapax into independent minded cafes and retailers across the UK, France, Benelux and the Middle East in ever increasing volumes.

Aquapax was the first branded water to be packaged in an environmentally conscious carton and with no forerunner to emulate, this inspired Sunhouse to break away from the category norms, rather than use heavy-handed visual cues.

Aquapax has been steadily growing sales in double digits for each of the last four years and always developing new products. A clear example of a progressive brand which listens to its customers.

Entrepreneurship

Pip & Nut B&B studio

Revolutionising a market category

Following launch in 2015, Pip & Nut has transformed the nut butter category, introducing new formats, creating new occasions and attracting new consumers.

B&B studio's bold brand identity and packaging design challenges conventions, and has helped Pip & Nut grow from a small batch food producer to a lifestyle brand in just four years.

The design stands out against existing category codes of earthy tones and landscapes and has been integral to Pip & Nut bringing new consumers to the category. In Sainsbury's over 60% of Pip & Nut sales are incremental.

Pip & Nut is the fastest growing nut butter in the UK, growing 25% year-on-year on average. The brand is available in over 3000 stores, has global brand collaborations and over a hundred thousand social media followers.



Entrepreneurship



Cadbury Design Bridge

Using technology to engage teenagers and smash targets

Teenagers tend to consider themselves 'too old' to partake in the Christmas advent ritual, but Design Bridge wanted to change this with the first Heroes Advent calendar.

To better engage teens the traditional calendar design was combined with augmented reality technology and a digital experience based around a winter wonderland was developed.

Each day of December the physical calendar could be opened to reveal a chocolate treat and a new selfie filter was released, offering an immersive activity for young people to share with friends.

On launch in 2017, 570,000 calendars were sold (44% more than target) and more than three times the expected unique users engaged with the app. 98,000 photos and videos were shared and 5.7 million user impressions were achieved, ten times the target.

Finance



**UK Export
Finance**

Making innovation affordable

UK Export Finance (UKEF)

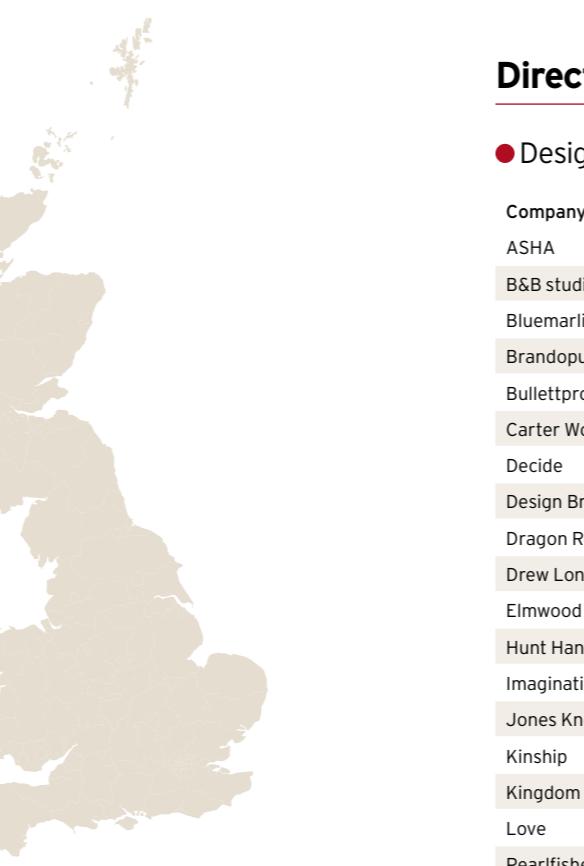
UKEF's mission is to ensure that no viable UK export fails for lack of finance or insurance from the private sector.

UKEF offers a variety of export finance solutions to businesses of all sizes, across sectors, helping you to procure from UK suppliers and offering attractive financing terms for both exporter and buyer.

With a range of flexible support on offer - whether that means lending to the overseas buyer directly, loan guarantees, supporting Sharia-compliant finance or re-financing on the capital markets - UKEF can work with you and your UK supplier to find the right financing solution.

UKEF can support finance for up to 85% of the contract value in over 60 local currencies. With competitive UK content requirements, UKEF can consider support for UK goods or services as diverse as specialist bakery equipment or food and drink exports.

www.gov.uk/uk-export-finance



Directory

● Design Agencies

Company	URL
ASHA	www.ashawebiste.co.uk
B&B studio	www.bandb-studio.co.uk
Bluemarin	www.bluemarinbd.com
Brandopus	www.brandopus.com
Bulletproof	www.bulletproof.com
Carter Wong	www.carterwongdesign.com
Decide	www.wearedecide.com
Design Bridge	www.designbridge.com
Dragon Rouge	www.dragonrouge.com
Drew London	www.drewlondon.co.uk
Elmwood	www.elmwood.com
Hunt Hanson	www.hunthanson.com
Imagination	www.imagination.com
Jones Knowles Ritchie	www.jkrglobal.com
Kinship	www.kinshipcreative.uk
Kingdom and Sparrow	www.kingdomandsparrow.co.uk
Love	www.lovecreative.com
Pearlfisher	www.pearlfisher.com
Sunhouse	www.sunhouse-creative.com
Taxi Studio	www.taxistudio.co.uk
WPA Pinfold	www.wpa-pinfold.co.uk

● UK Food & Drink brands

Company	URL
AB Inbev	www.ab-inbev.com
Allied Bakeries	www.alliedbakeries.co.uk
Aquapax	www.aquapaxwater.com
Bulwark	www.bulwarkcider.com
Buttermilk	www.buttermilk.co.uk
Cadbury	www.cadbury.co.uk
Carlsberg	www.carlsberg.com
Dragon Rouge	www.dragonrouge.com
Danone	www.danone.com
Diageo	www.diageo.com
Elmwood	www.elmwood.com
Edrington	www.edrington.com
Freixenet	www.freixenetprosecco.com
Guinness (Diageo)	www.guinness.com
Haagen-Dazs	www.haagen-dazs.co.uk
Kingdom and Sparrow	www.kingdomandsparrow.co.uk
Jude's Ice Cream	www.judes.co.uk
Love	www.lovecreative.com
Kabuto Noodles	www.kabutonoodles.com
Lean Cuisine	www.leancuisine.com
L'OR	www.lorespresso.com
Taxi Studio	www.taxistudio.co.uk
WPA Pinfold	www.wpa-pinfold.co.uk
Love Taste	www.lovetaste.co
Nomadic	www.nomadic-dairy.com
Pip & Nut	www.pipandnut.com
Pizza Express	www.pizzaexpress.com
Seedlip	www.seedlipdrinks.com/uk/
Sinebrychoff	www.batterydrink.com
The Travelling Bee Company	www.travellingbee.co.uk

● Design Organisations

Representatives of the design sector's major representative and promotional organisations work with the Department of International Trade, influencing strategy and offering sector expertise. The Design Working Group is made up of the following organisations who would be happy to field enquiries and make introductions:

Company	URL
British Contract Furnishing Association	www.thebcfa.com
British Industrial Design Association	www.britishindustrialdesign.org.uk
Design Business Association	www.dba.org.uk
Design Council	www.designcouncil.org.uk
Royal Institute British Architects	www.architecture.com
Society British Interior Designers	www.sbid.org

● R&D and Innovation Agencies

Company	URL
Food and Drink Federation	wwwfdf.org.uk
Food and Drink Exporters Association	www.ukfdea.com
Knowledge Transfer Network (KTN)	www.ktn-uk.co.uk/
UK Research and Innovation	www.ukri.org

● Referenced for Research Figures

Company	URL
Department for Environment Food and Rural Affairs	www.gov.uk/government/organisations/department-for-environment-food-rural-affairs
Department for International Trade	www.gov.uk/government/organisations/department-for-international-trade

The Mintel Group www.mintel.com



Department for International Trade

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Department for International Trade

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.

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