

2023/2024



## MARKETING PLANNER

OFFERS | DIGITAL | SALES ACTIVITY





A SCOTTISH

# FAMILY BUSINESS

*Established in 1963 in Edinburgh, we specialise in delivering fresh Craft Butchery, speciality ingredients, grocery essentials, dairy products, frozen food, soft drinks, crockery, disposables and hygiene products to restaurants and professional kitchens.*



Craft Butchery



Ingredients



Grocery



Chilled



Frozen



Soft Drinks



Crockery



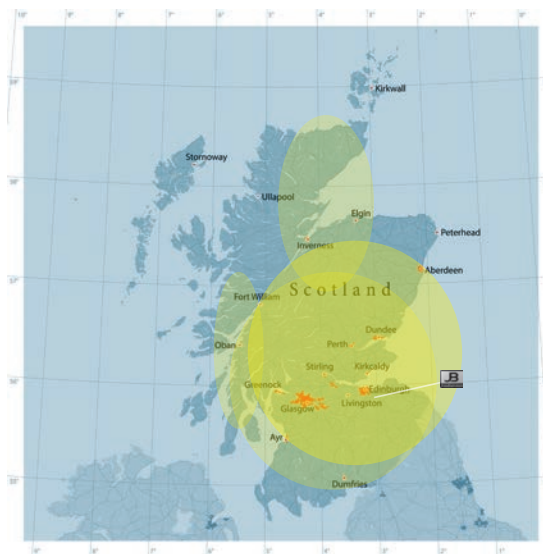
Disposables



Cleaning

## 6 DAYS A WEEK SERVICE

*Core patch central belt of Scotland,  
Minimum order £75.*



# THE JB STATS

Our category mix and customer demographic.

## SALES MIX



Chilled



Frozen



Non Food



Ambient

Sales:

22% Up YOY  
22/23 v 21/22



Craft Butchery

↑ Butchery  
40% YOY  
Growth

Turnover: £23m 22/23  
No. End Users: 1200  
(Foodservice)

## END USER



Restaurant 40%



Cafe 25%



Hotel 11%



Pub 8%



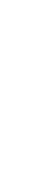
Fast Food 6%



Chippy 5%



Ind Education 4%



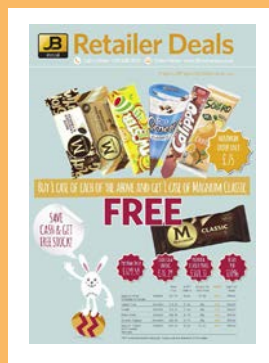
Other 1%

Turnover: £2m  
No. End Users: 900  
(Retail)

DELIVERED

# RETAIL

*Servicing independent retail and convenience stores with frozen food and ice cream.*



CONVENIENCE & RETAIL



Craft Butchers



*J. Brown*  
CRAFT BUTCHERS  
SPECIALITY GASTRO FOODS

CRAFT | CUTTING | PRODUCTION



# SCOTTISH CRAFT BUTCHERS

*Based in Edinburgh in our purpose-built butchery facility, our craft butchers pride themselves on their extensive knowledge and attention to detail. We specialise in Scotch beef with full traceability. Not only do we recognise the importance of provenance and local heritage, selection and maturation of our meat is a priority. We mature to your required specification in our air dry room.*

*Sales:  
40% Up YOY  
22/23 v 21/22*

*£750k  
investment  
21-23*

*Purpose-built  
production  
and cutting  
facility*

FOODSERVICE

Sell out dates - refer to 6 & 8 week calendar (right)

May 23 | Ingredients  
Directory (Relaunch)

July 23 | Ingredients  
Directory

Summer Bank Holiday -  
7th August 23

Edinburgh Festival - 5th  
-8th August 23

September 23 | Ingredients  
Directory

Festive 23 | Ingredients  
Directory

February 24 | Ingredients  
Directory

April 23 | Flash Deals

June 23 | Ingredients  
Directory

August 23 | Ingredients  
Directory

Christmas 23 | Menu  
Planner

October 23 | Ingredients  
Directory

January 24 | Ingredients  
Directory

March 24 | Ingredients  
Directory

Easter - 7th - 9th  
April 23

May Bank Holidays -  
1st, 8th & 29th May 23

Father's Day  
18th June 23

Halloween 31st  
October 23

St Andrews Day 30th  
November 23

Christmas Day 25th  
& Boxing Day Decem-  
ber 23

New Years Day 1st &  
2nd January 23 New  
Year Holiday

Burns Night  
25th January 24

Valentines Day  
14th February 24

Mother's Day  
10th March 24

Easter - 29th-31st  
March 24

RETAIL

April 23 | Retailer Deals

May 23 | Retailer Deals

June 23 | Retailer Deals

July 23 | Retailer Deals

August 23 | Retailer Deals

September 23 | Retailer  
Deals

October 23 | Retailer Deals

Christmas 23 | Retailer Deals

January 24 | Retailer Deals

February 24 | Retailer Deals

March 24 | Retailer Deals





6 WEEK

Month	Supplier Submission Deadlines	Buy in Dates - 8 week		Sell Out Dates		No of weeks in selling out period
		Monday	Friday	Monday	Saturday	
January	26-Sep-22	05-Dec-22	27-Jan-23	26-Dec-22	28-Jan-23	5
February	24-Oct-22	02-Jan-23	24-Feb-23	30-Jan-23	25-Feb-23	4
March	28-Nov-22	30-Jan-23	24-Mar-23	27-Feb-23	25-Mar-23	4
April	26-Dec-22	06-Mar-23	28-Apr-23	27-Mar-23	29-Apr-23	5
May	30-Jan-23	03-Apr-23	26-May-23	01-May-23	27-May-23	4
June	27-Feb-23	01-May-23	23-Jun-23	29-May-23	24-Jun-23	4
July	27-Mar-23	05-Jun-23	28-Jul-23	26-Jun-23	29-Jul-23	5
August	24-Apr-23	03-Jul-23	25-Aug-23	31-Jul-23	26-Aug-23	4
September	29-May-23	07-Aug-23	29-Sep-23	28-Aug-23	30-Sep-23	5
October	26-Jun-23	04-Sep-23	27-Oct-23	02-Oct-23	28-Oct-23	4
Nov/Dec	24-Apr-23	02-Oct-23	29-Dec-23	30-Oct-23	30-Dec-23	9

8 WEEK

Month	Supplier Submission Deadlines	Buy in Dates - 8 week		Sell Out Dates		No of weeks in selling out period
		Monday	Friday	Monday	Saturday	
January	26-Sep-22	05-Dec-22	27-Jan-23	26-Dec-22	28-Jan-23	5
February	24-Oct-22	02-Jan-23	24-Feb-23	30-Jan-23	25-Feb-23	4
March	28-Nov-22	30-Jan-23	24-Mar-23	27-Feb-23	25-Mar-23	4
April	26-Dec-22	06-Mar-23	28-Apr-23	27-Mar-23	29-Apr-23	5
May	30-Jan-23	03-Apr-23	26-May-23	01-May-23	27-May-23	4
June	27-Feb-23	01-May-23	23-Jun-23	29-May-23	24-Jun-23	4
July	27-Mar-23	05-Jun-23	28-Jul-23	26-Jun-23	29-Jul-23	5
August	24-Apr-23	03-Jul-23	25-Aug-23	31-Jul-23	26-Aug-23	4
September	29-May-23	07-Aug-23	29-Sep-23	28-Aug-23	30-Sep-23	5
October	26-Jun-23	04-Sep-23	27-Oct-23	02-Oct-23	28-Oct-23	4
Nov/Dec	24-Apr-23	02-Oct-23	29-Dec-23	30-Oct-23	30-Dec-23	9

\*Note dates stated are dates delivered into JB not ordered

## FOODSERVICE

Sell out dates - refer to 6 & 8 week calendar (right)

### May 23

Chip Guide

New & Notable

Small Plates & Fusion

### July 23

Cakes

### August 23

Takeout & To Go

Menu Classics

### October 23

Desserts

Proudly Scottish

### April 23

Burger Guide

2023 Trends

### June 23

Pizza

Vegan

Gluten Free

New & Notable

### September 23

Christmas Planner

### November 23

Butchers Cookbook

### February 24

Disposables

Function Catering

### January 24

Cleaning

Veganuary

### March 24

New & Notable

Ingredients & Recipes

## KEY FOCUS



## DIGITAL GUIDES & FOCUS

23/24

# TEAMWORK MAKES THE DREAM WORK

*Present to our team of 8 customer advisors and incentivise them to sell your products. There are opportunities to implement activity throughout the year.*

*Educate  
& boost  
awareness*

*Align to  
marketing  
activity*

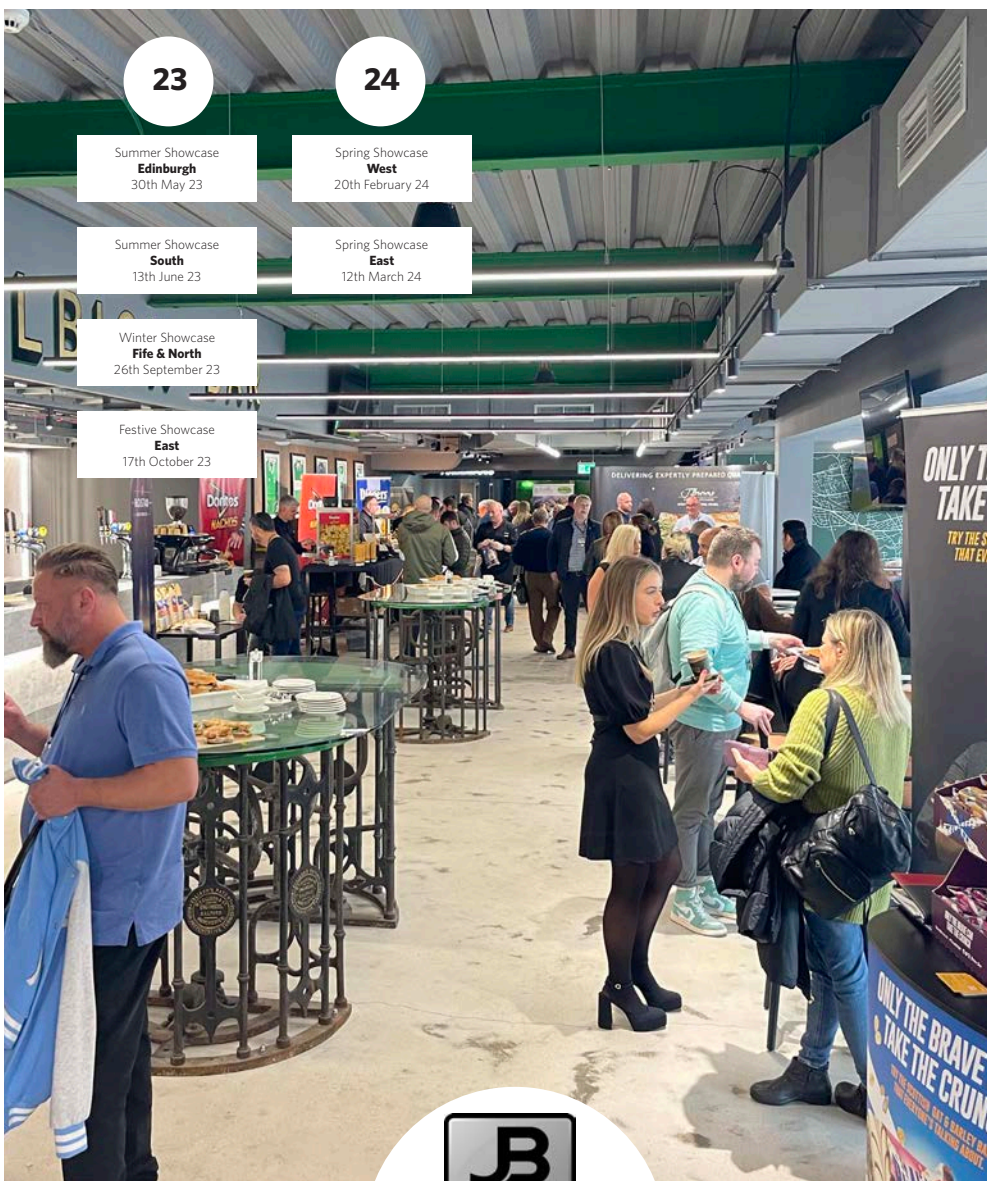
*Incentivise to  
drive results  
and new  
business*



## Checklist

- Align RARA activity to your marketing plan.
- Offer an enhanced RARA promotional price.
- Ensure your deal message is clear and concise.
- Cook off and sample product with the team.
- Provide a monetary incentive per units sold.
- For existing lines, incentivise on NEW sales.
- Provide spot prizes on the day.
- Make activity fun and engaging wherever possible.
- Run activity for a period of 1 week - "A focus week".
- Book activity in the first instance with Charlotte Brown  
**[charlotte@jbfoods.net](mailto:charlotte@jbfoods.net)**





23

Summer Showcase  
**Edinburgh**  
30th May 23

Summer Showcase  
**South**  
13th June 23

Winter Showcase  
**Fife & North**  
26th September 23

Festive Showcase  
**East**  
17th October 23

24

Spring Showcase  
**West**  
20th February 24

Spring Showcase  
**East**  
12th March 24



# VIP Events

23/24

VIP

# EVENTS

*Targeted showcase events pairing products to customers. End users by invitation only. Sampling and offers available on the day.*

*70-80 End Users -  
Suited to your range*

*10-15 Suppliers -  
Make your brand stand out*

23/24 Events





19th April 23  
24th May 23  
21st June 23  
19th July 23  
23rd August 23  
20th September 23  
25th October 23  
22nd November 23  
24th January 24  
28th February 24  
27th March 24

## PRESENT & ENGAGE

*Come along and present to our sales team, its a great opportunity to engage and drive growth together.*  
Contact Charlotte Brown  
[charlotte@jbfoods.net](mailto:charlotte@jbfoods.net) for more information or to book your attendance.



Charlotte Brown | Commercial Director  
[charlotte@jbfoods.net](mailto:charlotte@jbfoods.net) | 07917 437004



## Sales Meetings



# SPECIFICATION ARTWORK

## FOODSERVICE

Images & Brand Logos - 300 dpi jpegs

Brand Adverts - 210 x 210mm square +  
3mm bleed - High Resolution Pdf

Wherever possible, supply both lifestyle  
& pack shots of your products.

*\* Full Page Brand features - we prefer to  
create our own to fit the style of the  
publication*

## RETAIL

Images & Brand Logos - 300 dpi jpegs

Brand Adverts - 297 x 210mm A4 por-  
trait + 3mm bleed -  
High Resolution Pdf





# BUILD YOUR PLAN & GROW

*Work with our commercial team to build a marketing plan that gets your product noticed and delivers results. Contact our commercial team to book activity and implement your action plan today!*

## TOOL BOX

PROMOTIONS

CATEGORY  
FOCUS

SOCIAL  
MEDIA

FIELD SALES  
ACTIVITY

SALES  
MEETINGS

RARA  
ACTIVITY

DIGITAL  
ACTIVITY

DIGITAL MAILINGS

ONLINE ORDERING

APP ORDERING

EVENTS



Charlotte Brown | Commercial Director  
charlotte@jbfoods.net |



Kelvin Sim | Buyer  
kelvins@jbfoods.net | 0131 440 7546



Lewis Mickel | Buyer  
lewism@jbfoods.net | 0131 440 7555

## COMMERCIAL TEAM



Charlotte Brown | Commercial Director  
charlotte@jbfoods.net | 07917 437004



Kelvin Sim | Buyer  
kelvins@jbfoods.net | 0131 440 7546



Lewis Mickel | Buyer  
lewism@jbfoods.net | 0131 440 7555

## MARKETING



Katrina McDowell | Marketing Assistant (Freelance)



Emma Grogan | Marketing & Admin Assistant  
emmag@jbfoods.net | 0131 440 7549



# Purchasing & Marketing





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Shona Lessels | Fife & Stirlingshire  
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Sarah Inglis | Edinburgh  
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Phil Alexander | Edinburgh & Surrounds  
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Wendy Potter | Head of Sales & Glasgow  
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Gloria Sturrock | North  
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Lorna Brown | Retail  
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Lorna Doig | Key Account Manager  
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Megan Gardiner | Internal Sales Team Leader  
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Morgan Ellis | Key Account Manager  
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## SALES TEAM