What Do Buyers Want?
What Do **YOU** Want?

**Premium?**
- Low Volume
- High Price Point
- Prestige

**Convenience?**
- High Volume
- Low Price Point

**Food Service?**
- High Volume
- Minimal Brand exposure
What Do Selfridges Want?

- Quality
- Story
- Exclusive
- Innovation
- Competition
- USP

Technical Accreditation

Logistics

Pricing
THANK YOU