



the international food & drink event
18-21 march 2007 • ExCeL London



Seaweed & Lavender Pesto has been short-listed for Fresh Ideas

Thank you for entering Fresh Ideas 2007. We have had a great response to the competition with innovative new products being received from all areas of the food and drink industry.

We are happy to inform you that your product, Seaweed & Lavender Pesto, has been short-listed for the final phase of judging taking place on the 20th February.

What we now require from you:

- A sample of your product so our judges can taste, smell and touch it. (5-10 portions)
- Any marketing material or supporting information that will give a more detailed view of your product
- If your product requires cooking then please provide complete cooking instructions.
- If your product is not yet available please supply packaging or supporting information.

Please post the product and supporting material to:

FAO: Jonathon Corlett
Fresh Ideas
Fresh RM
9 Manchester Square
London
W1U 3PL



The deadline for all supporting information to be received is 4pm on Friday 16th February.

Could all products please be delivered on Monday 19th February. Please clearly mark your company name on the outside of the box along with the number: 99 (your unique entry number).

If you have any queries regarding the delivery of your products then please do not hesitate to contact me or another member of the marketing team.

We are also pleased to announce that Food from Britain (FFB), the market development consultancy for British food and drink producers, are the official sponsors of Fresh Ideas at IFE07.

Kind regards

Jonathon Corlett
Marketing Assistant
Fresh RM Limited