

Become a Retail Member of the Guild of Fine Food

Are you a deli, farm shop, food hall, garden centre or another type of fine food retailer and would you like to start saving your business both time and money?

If the answer is yes – why not join the Guild of Fine Food, the trade organisation to support the independent retail trade.

Saving you money

Training courses

Survival depends on doing it better than the supermarkets. One thing they don't do is train their staff on product knowledge or the art of pro-active selling. The Guild's UK Cheese and Charcuterie training courses are the perfect way to improve sales across the counter, motivate your staff, give background knowledge to the products you are selling, as well as how best to keep, store and serve them.

Also find out about **Retail Ready** – the Guild's deli start-up course for new owners.

As a member you can make a saving on all courses booked through the Guild, for yourself or staff.

Insurance

Check out the competitive rates offered to Guild members through GMM Insurance.

Marketing, PR and ecommerce

We can put our members in touch with marketing, PR and ecommerce experts with extensive experience of working with companies in the fine food and drink sector.

Saving you time

Human Resources

How much time do you spend fulfilling your legal obligations as an employer? Drawing up contracts or wording the correct employment letter is time consuming and can be a worry. HR4UK are the Guild's online personnel department and offer their interactive Employment Handbook to all Guild members free of charge – 365 days a year.

In-store product promotions

Do you stock a range of Great Taste award-winning products? As a Retail member you have the opportunity to request a full Great Taste Retail promotion pack containing materials to help you run an in-store campaign. The pack includes a Great Taste apron, bunting, window sticker and copies of the Great Taste Book, full of Great Taste award-winners, to give to your customers.

Staying in the know

Fine Food Digest

All members receive 10 copies of Fine Food Digest magazine – the magazine at the heart of speciality food & drink, including all Special Reports and Best Brands - the review of the most highly rated products in the speciality food sector. Fine Food Digest's journalists always look to Guild members first for news and views on industry issues. Members also have daily access to news updates and promotions at **FFDOnline** - just bookmark www.ffdonline.co.uk

Guild Bulletins

As a member you will receive a regular e-bulletin straight to your inbox. The aims of these e-bulletins are to keep you up-to-date with news from the Guild & its Associate Members; to let you know about training & funding opportunities that may be available for your business; to provide updates from Food Standards Agency; & link to top political updates that relate to the sector.

Useful contacts

The Guild will provide you with a list of useful contacts to help solve any issues e.g. Health & Safety, EHO dispute, personnel queries and employee's contracts.

Membership cost

Guild membership subscription costs just £120 plus VAT or £150 for overseas businesses. Businesses with more than one retail outlet can take out one full membership with each additional outlet being charged only £60 plus VAT.

To become a member, please use the Enrolment form on the reverse and return it with your subscription to the address provided.

If you would like to chat about any of these benefits in more detail or want any further information regarding your membership, please contact the Guild of Fine Food on +44 (0)1747 825200.



t: +44 (0)1747 825200

f: +44 (0)1747 824065

e: info@gff.co.uk

w: www.gff.co.uk



Enrolment form for Retail Members

Membership Application (Membership is for one year from date of enrolment)

Please tick ONE box

- I wish to join as a retail member and I enclose £120 plus VAT (Total £144)
- I wish to join as an OVERSEAS retail member and I enclose £150
- I wish to enrol an additional outlet(s) @ £60 plus VAT each (Total £72 each)

We enclose our cheque/bankers draft made payable to The Guild of Fine Food Ltd

Please debit my Mastercard Visa Maestro

Card No: _____ 3 digit security code: _____

Start Date _____ / _____ Expiry Date _____ / _____ Issue No: _____

Company Name: _____

Business Address*: _____

County: _____ Postcode: _____ Country: _____

Website: _____ Email: _____

Tel: _____ Fax: _____

Contact Name: _____ Job Title _____

Mobile: _____

Signed: _____ Date: _____

Briefly describe the nature of your business:

Please complete & return this form to: Guild of Fine Food, Guild House, 23b Kingsmead Business Park, Shaftesbury Road, Gillingham, Dorset SP8 5FB. Or fax to 01747 824065

1998 Data Protection Act

In line with the above Act, your business information is given to us freely and held securely. Your data is only used by the Guild of Fine Food and shared with other members of the organisation. No emails or telephone numbers are shared or published.

*All correspondence will be sent to this address unless you specify an alternative.