

FINEFOODLIVE! THEATRE

SUNDAY 11 FEBRUARY

1230-1330

Pushing the boundaries of the cheeseboard

Presenter: Patrick McGuigan, food writer and School of Fine Food tutor

PRODUCT KNOWLEDGE

Stuck in a cheddar-and-chutney rut? Let Patrick inspire you with a new menu of cutting-edge options for cheeses and accompaniments. Comté with curry cashew brittle, anyone?

1400-1500

Feed the Dragon 1

Hosted by John Farrand, Guild of Fine Food

TASTING SESSION

In the first of this year's Dragons' Den-style sessions, watch as four brave exhibitors line up to pitch their products to a hardened panel of leading food buyers.

FINE FOOD SHOW
NORTH
2018

11-13 FEBRUARY



MONDAY 12 FEBRUARY

1100-1200

Better tea for better margins

In association with National Tea Day

PRODUCT KNOWLEDGE

Get a higher return from hot drink sales by upgrading your tea offer and integrating it with your menu. Dare to pair teas with different flavours and you'll sell more tea, more profitably, more often.

1245-1345

Stake your claim in the gastro-tourism goldmine

Host: John Farrand, Guild of Fine Food
Guest speaker: Sir Gary Verity

BUSINESS BUILDER

Millions are spent annually on food by visitors to the north of England, but how much is reaching your tills? Learn to tap the appeal of food tourism and maximise seasonal takings with our panel of local, regional and national tourism experts.

1430-1530

Feed the Dragon 2

Hosted by John Farrand, Guild of Fine Food

TASTING SESSION

Four more exhibitors risk a grilling about their products, packaging and pricing in our second live meet-the-buyer session.

1630-1730

Jay Rayner: A Greedy Man in a Hungry World

Never afraid of controversy, special guest Jay Rayner – food writer, BBC MasterChef critic and host of Radio 4's Kitchen Cabinet – gives his frank views on the multiple retailers: are they good or evil? Put your questions to Jay in a Q&A session following his talk.

KEYNOTE ADDRESS



TUESDAY 13 FEBRUARY

1100-1145

Stephanie Moon's Pancake Day menu

One of Yorkshire's favourite TV chefs, Steph celebrates Shrove Tuesday with a range of recipe ideas using classic deli and farm shop ingredients

CHEF DEMO

1200-1300

Better tea for better margins

In association with National Tea Day

PRODUCT KNOWLEDGE

More smart restaurants are offering a tea menu alongside their wine list. Ahead of National Tea Day (April 21-22), learn how to premiumise your tea offer by matching speciality teas with a range of foods.

1315-1415

British & Continental charcuterie tasting

Hosted by Nigel Barden, BBC Radio 2 food correspondent

TASTING SESSION

Join Nigel Barden and a host of specialist producers to sample a bevy of British and Continental cured meats. Plus: preview a new collection of online recipe videos produced exclusively for the Guild by Simply Good Food TV to help you sell more charcuterie.

1445-1545

Feed the Dragon 3

Hosted by Nigel Barden, BBC Radio 2 food correspondent

TASTING SESSION

A final chance for four exhibitors to pitch to a panel of top retailers – and an insight into how big-name buyers approach branding, pricing and more.



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