



Uk Levy Board for Meat, Dairy, Cereals and Horticultural Products. Client since 2007.

Objectives

Raise the profile of UK Meat in Portugal.

Response

Put the UK meat company rep in front of the retail buyers. Provide support for the company liaison with the buyer, overcoming barriers, keep the subject high on their agendas. Once negotiation is complete we organize consumer activities to provide taste opportunities, product information and repeated purchase

Results: The consumers awareness of British Lamb is much bigger now, because of those consumer activities which helped the decrease the seasonality effect. As far as British Beef is concerned we have identified a distributor to deal with mature beef and brought several Chefs the opportunity to taste the products