

# JUNE TOOLKIT

Considering Entering the UK Food & Drink Sector as an Overseas Supplier? Here's what you need to know.

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## INTRODUCTION

Are you considering Entering the UK Food & Drink sector as a supplier from overseas? Here's what you should know.

The UK food and drink sector is a dynamic and lucrative market known for its high standards, diverse consumer base, and robust regulatory environment. Because of this, it can be very competitive and crowded, so whether you are coming in from overseas or are UK-based, you need to be very clear about your product's benefits and marketing strategy and have a clear understanding of why someone would stock your product.

Penetrating the UK food and drink industry requires more than just a quality product. It demands a comprehensive understanding of the market landscape, regulatory compliance, and effective strategies for market entry.

This tool kit will provide an abbreviated guide to entering the UK food and drink sector. We will explore the critical steps, potential challenges, and invaluable tips that will pave the way for your success.

## MARKET REPORT

A market report is an invaluable tool for businesses seeking to understand and navigate a specific market. This comprehensive document provides detailed analysis and insights into your specific market and sector. It gives you a broad introduction to the market, including its size, structure, and key characteristics. It highlights current trends, including consumer preferences, dominant brands shaping the market, and many other aspects. It also identifies factors driving market growth and challenges or barriers that could hinder market development. With this report, you can make strategic decisions with confidence, knowing that you have a comprehensive understanding of the market.

It analyses the key players in the market, including their market share, product offerings, strategies, and competitive positioning. It also explores consumer behaviour, preferences, and purchasing patterns relevant to the market.



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Remember, it's super important that you act on feedback from market reports. Delayed actions may result in having to commission a new report, as the UK marketplace is incredibly dynamic and forever changing.

## STRATEGIES TO ENHANCE MARKET ACCESS AND PENETRATION

Once you have established that there is a place for you in the UK market, you must consider pricing strategies, naming products, product differentiation, product positioning, and marketing and promotion best practices.

Pricing strategies must be focussed on margin, not markup (you can book a consultation for a tailored and guided pricing strategy email my team on [businessgrowth@janemilton.com](mailto:businessgrowth@janemilton.com)).

The naming of products is incredibly important, as there are legal considerations in both IP and legal descriptions. Check the wording, legal descriptions, and UK and EU IP separately.

Consider your product differentiation and product positioning. Your market report will guide you here.

## PITCH DECK

Crafting a compelling and impactful pitch deck presentation for stockists and distributors in the competitive food and beverage world is one of the most important places to invest your time. A high-quality pitch deck will bring opportunities and educate the new market about your product/s.

You can download the 'The Essential Elements of the perfect food and drink business pitch deck tool kit here <https://janemilton.com/business-growth-tool-kit-downloads/>

## LABELLING REQUIREMENTS

Labelling standards are crucial for a food or drinks business entering the UK marketplace as they ensure compliance with regulatory requirements, enhance consumer trust, and promote transparency. In the UK, food and drink labelling regulations mandate the inclusion of essential information such as ingredients, nutritional content, allergen warnings, and product origin.



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Adhering to these standards helps businesses avoid legal penalties and recalls and fosters consumer confidence by providing precise and accurate product information.

Proper labelling is vital for catering to health-conscious consumers and those with dietary restrictions, broadening market appeal and competitiveness. Additionally, transparent and honest labelling can differentiate a brand in a crowded market, emphasising a commitment to quality and consumer safety, which are paramount in the UK's stringent food and drink sector.

Below we have included some direct links to the relevant legislation as they can evolve quickly, and you must have the current information to make a smooth entry into the UK.

<https://www.gov.uk/guidance/food-labelling-country-of-origin>

<https://www.gov.uk/guidance/food-labelling-giving-food-information-to-consumers>

<https://www.gov.uk/guidance/food-standards-labelling-durability-and-composition>

<https://www.gov.uk/food-labelling-and-packaging>

<https://www.gov.uk/guidance/organic-food-labelling-rules>

Contact Janes's team to arrange a tailored labelling consultation [businessgrowth@janemilton.com](mailto:businessgrowth@janemilton.com)

## ROUTE TO MARKET

When you import goods into the UK, there are several items you need to check (source <https://www.gov.uk/import-goods-into-uk> as of 3rd June 2024)

1. Check that you can legally export to the UK.
2. Check your goods are eligible for import into UK from your market and are covered by any necessary trade agreements and rules of origin that apply. These will also help identify goods which qualify for lower or no Customs Duty. Do you need an export declaration?
3. To import goods into England, Wales or Scotland, you'll need an EORI number that starts with GB. If you already have an EORI number, but it doesn't start with GB, you must apply for a new one. Moving goods to or from Northern Ireland may need an EORI number that begins with XI.
4. As the UK is no longer in Europe, you need a UK-registered address. It cannot be a PO address. It can be your 3PL warehouse or UK distributor's registered address.
5. Who will process the customs declaration and transport the goods? Will you manage everything yourself or use an agent?
6. Make sure you have the correct commodity code for your goods. Every product imported into the UK requires a commodity code on the import declaration. This will determine the rate of duty you are required to pay.
7. When you make your import declaration, you must include the value of your goods. This will enable you to calculate how much duty and VAT you must pay. Remember to check if you can reduce or delay your customs duty.
8. Make sure you have all certification that prove your claims on your product, for example Organic certification for Organic products.
9. Before you print new packaging, add an over label, or send a consignment to the UK, make sure the information on the pack meets all the legal requirements, otherwise you can incur customs.
10. Confirm your process for UK Customs. Will you be appointing someone to assist you? Will they make the customs declaration for you and ensure your goods get through the UK border?
11. Remember to keep records of all paperwork and invoices in order.

