



SUZANNE HOWE
COMMUNICATIONS



“

Our expertise in *Food*

hello@suzannehowe.com



suzannehowe.com



“Our clients value our broad thinking and our experienced hand-picked team of experts.”

Founded by experienced PR professional Suzanne Howe in 1996, Suzanne Howe Communications (SHC) is widely recognised as a specialist trade PR and marketing agency.

SHC operates in four main sectors – food, packaging, and cleaning and FM. The talented SHC team also has experience in sustainability communications.

SHC includes a hand-picked team of professionals delivering PR, social media management, marketing strategy and content generation.

Clients have direct access to its combined knowledge and skills, and can be assured that the senior team give business direction and support at the level clients require.

SHC works with experienced marketing partners, offering clients integrated and creative PR and marketing campaigns, website design, exhibitions and digital marketing.

How can SHC benefit your business?

Positive impact

SHC is motivated by excellence, enthusiasm and broad thinking. Working in partnership with clients, SHC creates solutions which have a positive impact on a business.

Relationships with the media

SHC specialises in the food, packaging, cleaning and FM industries and has developed a wealth of experience and has unrivalled relationships with key trade and consumer media.

Experienced consultants

The business model for SHC is based around using only experienced consultants, including journalists, PR consultants and social media specialists.

The team has many years of experience across its key sectors, working for clients such as: Dina Foods, Natural Selection Foods, Unicorn Ingredients, Future Food Awards, and many more.

In-depth knowledge

SHC constantly researches each industry we serve, monitoring trends, innovations and legislation.

Campaign planning

The SHC campaign planning process includes setting a communications strategy, objectives and tactics that aim to support business and marketing objectives.

Coverage reporting

SHC provides regular coverage reporting in co-operation with Ace Media, measuring audience reach across print and digital, domain authority, and brand mentions.

Account management

SHC has an account management process that ensures a planned and measured activity calendar with regular strategy reviews and evaluations of activity.



PR



SOCIAL
MEDIA



EVENTS



DIGITAL
MARKETING



DESIGN



PHOTOGRAPHY

Our clients

Over the past 28 years, Suzanne Howe Communications has worked with many different companies within the food and drink sector, helping raise brand awareness and launch an impressive variety of delicious and on-trend solutions for today's demanding consumers.



Dina 30th
ANNIVERSARY

Mediterranean food at its best...

Nutri Butter

Nuts that do more

unicorn
INGREDIENTS

Knotty's
EAT WONDERFUL

**FUTURE
FOOD**
AWARDS





“ What our clients say... ”

“ It is great to have you onboard and we have been thoroughly impressed with the service and output so far. ”

“ You get us into the right places and sometimes when we are not expecting it. ”

“ SHC has been instrumental in putting together a comprehensive launch for our latest product range, working expertly to get it off to the best start. ”

“ The added value that SHC brings in terms of contacts / ideas is much welcomed. ”

“ The review meetings are very detailed, so we know where we are and where we are going. ”

“ We have been very happy with the service we have received so far. ”

“ Informative, engaging, helpful, supportive and know your stuff. ”

“ You are our 'go to' PR company. ” ”

“ We need to have a voice in the industry and our relationship with SHC does that over and over. ”

Key Trends

To ensure we always offer up-to-date and accurate advice, SHC constantly researches news feeds for each industry we serve.



The changing food landscape

From satisfying the ever-growing trends of flexitarian, vegetarian and vegan diets, to the explosion of free-from aisles in supermarkets, the food industry is evolving at an unprecedented pace.

Shopping habits are changing, and while the cost of living crisis has made many consumers seek cheaper food choices, the move towards seasonal eating and buying from local producers remains.

While taste and originality continue to influence new product development, healthier eating is top of mind, and the consumer is faced with more information to help them make more informed choices.

SHC regularly monitors and reports on trends, innovations and legislation via regular bulletins which are shared with our clients.

Healthy eating

In March 2022, the Food Standards Agency issued its latest “Eating Well Choosing Better Tracking Survey”, showing that consumer’s perceived understanding of what is healthy and what is less healthy was high at 94%.

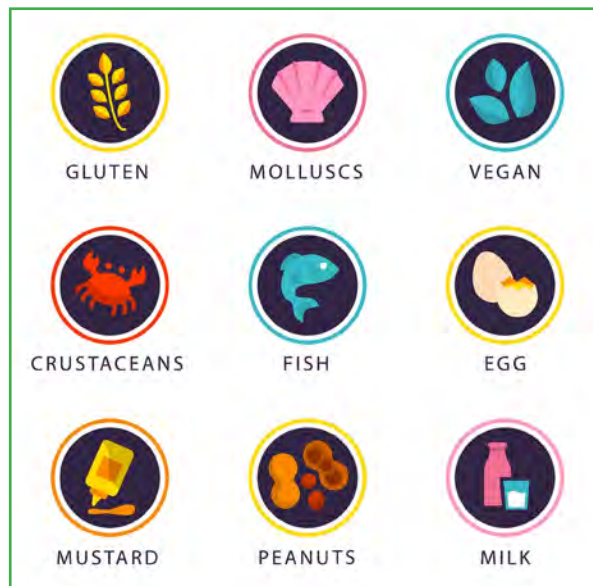
Two thirds (67%) said that they actively seek out healthier options when food shopping, while only one third (33%) stated that they actively seek out healthier options when eating outside the home. This suggests there are opportunities to encourage consumers to seek out healthier options when eating out and to further encourage and support food businesses to make healthier options appealing to consumers.



Free-from

From dairy to gluten and nuts, the free-from category is growing rapidly, with dedicated aisles in many supermarkets and an ever-expanding range of options. While there is no official definition, free-from foods are simply foods made without specific ingredients like gluten, dairy, or nuts. This then makes the product suitable for those who suffer allergies, intolerances, or other health requirements that require them to avoid certain food components.

The 2022 UK Free-From report from Mintel, showed that one quarter (26%) of



UK households avoid dairy products, and 18% of UK adults had bought dairy substitutes in the previous 12 months.

Over two thirds (70%) of free-from consumers believe that improving gut health is a good way to improve immune health, and 40% of free-from consumers agree that they are more likely to buy products made with sustainably sourced ingredients.

Vegetarian and Vegan

YouGov tracker data to January 2023, puts the size of the UK vegan population at about 2-3% and the vegetarian population at about 5-7%. The dedicated survey of vegans and vegetarians shows that most of Britain's vegans are pretty new to the lifestyle, with 63% having started out only in the last five years. That being said, the overwhelming majority of Britain's vegans (81%) graduated from vegetarianism, so many have been avoiding meat for much longer than this. There are plenty of newbie vegetarians as well, with 46% having cut all meat out of their diet in the last five years.

'Meat-free Monday' and Veganuary promote a change in eating habits, with many environmental organisations calling for a shift to more plant-based



Demand for plant-based food grew during the Covid-19 pandemic, and in January 2021, **Dina Foods** attained Vegan Society registration for its savoury products, including its falafel and houmous ranges.

In 2019, **Celebration Packaging** gained Vegetarian Society approval for its EnviroWare® FSC® paper straws.





Allergen labelling

Natasha's law came into effect in October 2021, applying to all businesses that produce pre-packed for direct sale (PPDS) food. The requirement to label it with the name of the food and a full ingredients list, with allergenic ingredients emphasised within the list, came about as the result of lobbying by the parents of Natasha Ednan-Laperouse who, at the age of 15, passed away due to a severe allergic reaction. Natasha had a sesame allergy and was not made aware that sesame seeds had been baked into the bread of a sandwich she had purchased.

eating. Half of vegans (53%) and one third of vegetarians (32%) say their concerns for the planet were a prompt for originally going vegan. The environmental factor sees the largest increase between how many set out originally because of environmental concerns and how many say it has become a motivation for continuing to do so (79% of vegans and 52% of vegetarians).

Health is also cited as a key reason by a quarter of vegans (27%) and one in eight vegetarians (13%) starting out on a meat-free diet. The same survey shows that seven in ten vegans and a third of vegetarians say their health has improved as a result of their diet, which could be part of the reason the number of people saying health is a current reason they practice veganism or vegetarianism has increased to 40% and 20% respectively.

Consumers looking to eat without meat are becoming increasingly well catered for, with food delivery service Deliveroo showing that around 15,000 restaurants across the UK added plant-based dishes to their standard menus in 2021.

According to the Good Food Institute, the sales of plant-based foods grew three times faster than overall food sales in 2021.



Calorie labelling

In April 2022, the UK government introduced new calorie labelling rules applying to large businesses such as takeaways, restaurants and cafés, designed to “improve the nation’s health”.

Calorie information is now required to be displayed on menus, online menus, third party apps, food delivery platforms and food labels at the point a customer is making their food and drink choices. As well as listing the calories for each food item, menus and labels will also need to include daily recommended calorie needs. As part of its drive to improve the nation’s health and tackle obesity levels, the government also encouraged smaller businesses to adopt calorie labelling.



In August 2022, SHC gained considerable national trade coverage when Natural Selection Foods introduced its new Knotty's range of premium nut butters.



In March 2022, SHC helped Mediterranean food specialist **Dina Foods** to celebrate its 30th anniversary at the International Food & Drink Event at London's ExCel.



SHC gained national trade coverage when **Dina Foods** introduced smart QR codes on new look packaging for its Paninette® flatbreads range.



SHC generated excellent public relations and boosted awareness of the **Future Food Awards** across the food and drink sector.

For more news from SHC, visit www.suzannehowe.com

Meet our core Food and Drink team

SHC's business model is based around using only experienced consultants, including journalists and social media specialists.



Suzanne Howe

Founder and Managing Director

Suzanne started SHC in 1996. Prior to this, she worked in three top London PR agencies across a broad range of clients in the food and packaging sectors.

Over the last 27 years, Suzanne has developed a network of highly talented specialists, including PR consultants, social media experts, designers, journalists and photographers.

In her spare time, she enjoys cooking, socialising, dog walking and going to the gym.



Vicky Huxford

Account Director

A veteran of the London agency scene, Vicky has a diverse background working in PR and events for both blue chip companies and smaller brands. A passionate foodie (with a diploma in Nutrition, no less), she has great media contacts and loves working in the food industry.



Bill Bruce

Senior Consultant

With 40 years' experience, Bill is an all-rounder who started his career as a graphic designer, before moving into marketing, PR and journalism. For the past 20 years his main focus has been the food and beverage industry with a particular interest in packaging and environmental sustainability.



Deborah Sparkes

Account Manager

Deborah provides invaluable support to the SHC account teams, helping them to keep up-to-date with press features and key industry events. Having been on the SHC team for more than a decade, she knows the media and key contacts that enable us to maximise all PR opportunities to the full.



Wendy Roberts

Social Media Consultant

Wendy has more than 20 years' experience in the private and not-for-profit sectors. She was at the vanguard of driving digital communications within her former companies and now specialises in helping organisations achieve their business goals through social media strategy and training.



Want to start a conversation?

We are *passionate* about building communications strategies and adding value to clients, from *local start-ups* to *global corporations*.

SHC can provide clients with a *broad range of skills*, from marketing to events planning, to meet the needs of a rapidly evolving communications environment.

- We know you're always looking for ways to improve your business.
- Have you thought about getting more expert help to share your messages more effectively?
- We will help take your business to the next level.

Let's talk!

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hello@suzannehowe.com



suzannehowe.com

+ 44 (0)203 468 0923