



Produced in Kent launches new membership offer to coincide with ‘Support Kent – Buy local’ campaign

Produced in Kent has unveiled a fantastic new membership offer for farm shops and independent retailers to coincide with its topical and high profile **‘Support Kent – Buy Local’** campaign. The new Kent-wide membership offer for just £50+vat will culminate with a ‘Hop to Your Local Shop Week’ (from Monday 15-Sunday 21 June), which is being orchestrated by the visionary, not-for-profit organisation Produced in Kent, and will encourage consumers in the county to shop for regionally grown and produced food and drink from their local store.

The **‘Support Kent – Buy Local’** membership offer will see new retailers members benefit from Produced in Kent’s excellent membership package, which has been designed to help retailers run a successful business, in addition to the FREE merchandising kit for the **‘Support Kent – Buy Local’** campaign. The quality merchandising kit includes smartly branded deli tickets, wobblers, shelf barkers, ceiling hangers and brochure dispensers for members to display in-store.

As Julie Monkman manager of Produced in Kent said: “The **‘Support Kent – Buy Local’** campaign and special membership offer, gives smaller retailers and farm shops across Kent an opportunity to be part of something much bigger and more powerful at a time when every business needs to fight for market share. We are planning a high profile campaign across Kent’s media in June to encourage consumers to hop to their local shop and members will be able to provide a powerful visual reminder of the ‘Support Kent- Buy Local’ message with this striking new, free merchandising pack.”

The consumer ‘Hop to Your Local Shop Week’ will not only aim to encourage more shoppers in Kent to shop in their local independent retailer and farm shop during June, it will also provide one lucky shopper with the chance to win a fabulous Produced in Kent Hamper of regionally produced food and drink from Produced in Kent members. **Full membership details are on www.producedinkent.co.uk**

For more information or images on:



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NOTE TO THE EDITOR – the current Produced in Kent Membership Benefits include:

- Promotion under the Produced in Kent Ltd banner through literature, campaigns, print, television and radio coverage
- Provision of your own website page the content of which is fully controlled by you and links to your website if available
- Use of the Produced in Kent Ltd Member logo to promote the business
- Opportunity to apply to use the Produced in Kent Ltd logo on products.
- Help and advice in meeting your business objectives
- Website entry on the south east region food group website www.southeastenglandfoodanddrink.co.uk.
- Opportunity to join the national producer database Food from Britain – www.regionalfoodanddrink.co.uk
- Access to marketing and promotional materials
- Training at subsidised rates
- Opportunities to participate in shows and events at preferential rates
- Trade development opportunities through meet the buyer initiatives and other routes
- The chance to be part of the successful Taste of Kent Awards
- Access to a PR & press release service
- Newsletters and e-bulletins
- Invitations to Produced in Kent Ltd networking meetings and seminars

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