

JOIN: VERIFIED ENTERPRISE

CHAMPIONING UK FOOD
& DRINK ON THE WORLD STAGE

www.foodcollaborative.co.uk

FOOD COLLABORATIVE
POWERED BY FDEA AND FUTURE OF FOOD

FUTURE OF FOOD

FDEA FOOD & DRINK
EXPORTERS
ASSOCIATION

ONE COMMUNITY BUILT BY INNOVATORS BUILT BY EXPORTERS

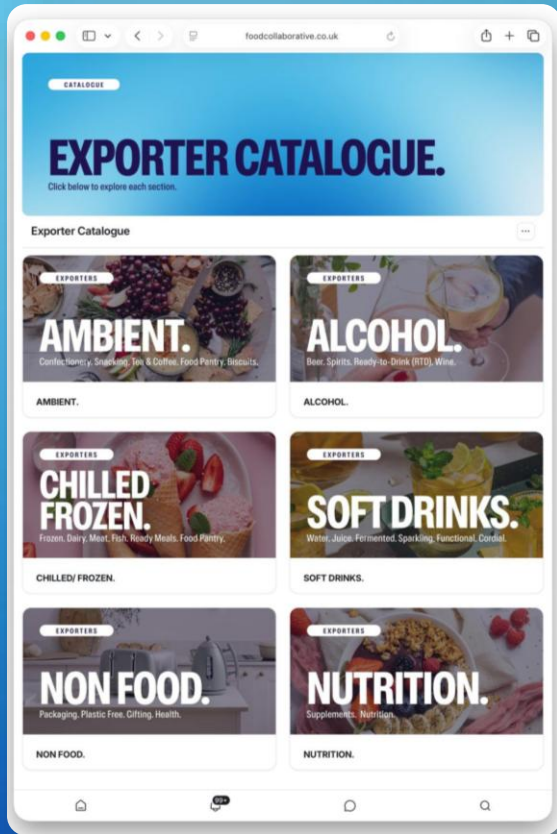
FOR AMBITIOUS UK BRANDS,
PRODUCERS & ENTREPRENEURIAL TEAMS

A SINGLE PLATFORM TO:

CONNECT

LEARN

GROW



MISSION: OUR BIG AUDACIOUS GOAL

FUTURE OF FOOD

**DISCOVER &
SHOWCASE UK
INNOVATORS IN
FOOD & DRINK**



FDEA

**HELP EXPORTERS
BOOST THEIR
INTERNATIONAL
FOOTPRINT**



EXPORT GROWTH TASK FORCE
35X35
FOOD & DRINK EXPORTERS ASSOCIATION

**ACHIEVE
£35BN EXPORT
SALES
BY 2035**

MORE THAN JUST A NETWORK

RELEVANT FOR EVERY STAGE

- Entrepreneurial Teams
- Start-ups & Innovators
- Challenger brands
- SME & Scale-ups
- Corporates
- C-Suite and Founders

CONNECT

- Showcase your Company Profile to the world
- Network the Industry Directory
- Find and Be Found by UK / Int'l Buying Teams
- Stuck? Join 'Ask me anything' WhatsApp group

LEARN

- Join Masterclasses / Country Clinics / Virtual Buyer Meetings
- Gain from Exited Founders / Future Trends Experts / Export 101
- Optimise your Strategy & Teams Capability
- Stay ahead on Regulatory and Geopolitical shifts

GROW

- Access all Events, Unique Activities & Vetted Partner Offers
- Get close to the action in Policy Debates & Sessions
- Contribute to the 35x35 Mission - Grow your Sales
- Be part of the Future of Food on the world Stage

The value changes as you grow. The reason to belong never does..

RELEVANT AT EVERY STAGE



START-UPS & INNOVATORS

Newly trading, founder-led, with little export resource.

- Practical guidance on pricing, first shipments and market choice
- Learn from people who've already tackled your next challenge.
- Be part of the Future of Food community, Competition and innovation programme
- Partner Offers that can reduce the cost of getting started

Exporting is easier when you're not figuring it out alone.



CHALLENGER BRAND

Fast-moving brands building momentum - export ready or not.

- Experienced input to test markets & opportunities before you invest.
- Practical market & category intelligence, not generic reports
- Peer insight on distributors, retail launches and routes to market
- Showcase innovation to buyers, industry leaders and the wider Future of Food network

A bigger international team, without the payroll.



SME & SCALING

£2m - £30m turnover, already exporting across several markets.

- Benchmarking on pricing, freight, distributors and team structures
- Small peer roundtables tackling real export issues
- Build export capability across sales, technical, finance and operations
- Stay close to emerging consumer trends, categories and innovation

Better information. Better decisions. Fewer costly mistakes.

Verified Enterprise Membership | 5 users | £50 pm +VAT

RELEVANT AT EVERY STAGE



ESTABLISHED

A mature exporter with established markets and a senior team.

- Access to the Senior Export Leaders programme
- Early insight into regulatory and market change
- Development and peer networks for your next generation of export leaders
- Keep commercial and NPD teams close to emerging trends and innovation

Stay connected to people navigating the same change.



MULTINATIONAL

Sophisticated advisers, established buyers, often direct government access.

- A trusted senior peer network through Export Leaders
- A direct route to help shape FDEA's feedback on policy priorities
- Early visibility of challenger brands, innovation and emerging categories

Influence, intelligence and leadership, not just access.



EVERY STAGE

Start-ups bring new thinking.

Established exporters bring experience and scale.

Everyone has something to contribute.

The value changes as you grow.
The reason to belong never does.

Verified Enterprise Membership | 5 users | Senior Leadership Access | £50 pm +VAT

OUR INDUSTRY IN ONE PLACE

INDUSTRY LED



STAKEHOLDER SUPPORTED



GOVERNMENT BACKED



JOINING IS EASY

1

BECOME A “VERIFIED ENTERPRISE”

Lead signs up £50pm +vat, then add up to 5 team members

2

Build your personal profile

Nominate your team & tell us about your business

3

Get your Collaborative page live

We'll help setup your business, products & brands showcase page

4

Intro call with a member of our team

To understand your priorities, how to make the most of joining and where we can help

5

Strategy check-in after 4 months

Review progress & opportunities with a member of the FDEA leadership team

£50pm

per enterprise | +VAT

JOIN TODAY

“The single best community of UK food & drink. Everything we need, under one roof”

KEY DIARY DATES



14 - 15 Oct 2026 Meet the Buyer - The Tower Bridge Hotel, London

The biggest buyer/seller event in the diary (75+ buyers meet 300 sellers)

20 Oct 2026 British Embassy Reception - Paris (during SIAL)

150 Brands, buyers, ministers meet ahead of the hotly anticipated SPS agreement

17-21 Oct 2026 SIAL Innovation Showcase - Villepinte, Paris

30+ UK superstar brands on 30sqm showcase to intr'l buyers

19 Nov 2026 Future of Food Competition - Royal Geographical Society, London

Over 600 Industry stakeholders hear from keynotes about the future and meet the 16 finalists

20 Nov 2026 Winter Export Festival - Royal Geographical Society, London

500 export focused brands, stakeholders, partners network and celebrate 35x35 awards

26 Nov 2026 Netherlands Showcase - Amsterdam, NL

30+ UK superstar brands meet Dutch buyers, importers and experts + store visit

4 Mar 2027 Expo West Innovation Tour and Reception - Anaheim, US

Bucks Fizz breakfast reception for all visiting the show + store tour

BEHIND THE MISSION.

We're a committed and passionate team with deep rooted experience and a sleeves rolled up attitude.

“ We've been there and done that - we're here to
HELP **YOU** SUCCEED „



Barney Mauleverer. Chairman
Exited Founder (FUEL10K), 25+ years
Export (Fresh Marketing, Innocent drinks)



Katie Birrell. Managing Director
25 + years in international sales +
Queens Award, DBT Champion (ex-Nairns)



Paul Abley. Director of Community, Events & Partnerships
Global sales & trade-event specialist (ex-DBT)



Greg Folgate. Insights Manager
Unearths opportunities and highlights
where to win



Alice Hall. Communications Manager
Champions entrepreneurial teams, founders
and spotlights innovation

FAQS



I OWN OR REPRESENT MORE THAN ONE BRAND. HOW DOES IT WORK?

Company membership includes one brand page in the Exporter or Innovator Catalogue. If you own or represent multiple brands, we can create additional brand pages for £300 +VAT per brand, per year. Agents, distributors and multi brand partners can also have a company profile showcasing their portfolio. Only brands with a catalogue page can take part in Meet the Buyer.



HOW MUCH IS MEMBERSHIP AND HOW DO I PAY?

Company membership is £50 +VAT per month, or £500 +VAT for your first year when paid annually in advance (moves to £600 +vat pa from year two). Pay online by card or speak to us if you need a PO or invoice (annual membership only).



CAN I ADD TEAM MEMBERS?

Yes. Membership covers up to 5 people from your company. Nominate a Company Lead and add up to four colleagues from across your export, sales, marketing, technical, finance or operations teams. You can change named users as your team changes.



REAL BRANDS REAL INSIGHTS REAL SUPPORT

CHAMPIONING UK FOOD
& DRINK ON THE WORLD STAGE

www.foodcollaborative.co.uk

FOOD COLLABORATIVE
POWERED BY FDEA AND FUTURE OF FOOD

FUTURE OF FOOD

FDEA FOOD & DRINK
EXPORTERS
ASSOCIATION