

**FOOD & DRINK**

**BRANDING + MARKETING**

**COMMUNICATIONS**

**BRAND NAMING + DRINK DEVELOPMENT + SALES**

**RECIPE DEVELOPMENT + PRODUCT DEVELOPMENT**

**PACKAGING DESIGN AWARD WINNING BRANDS**

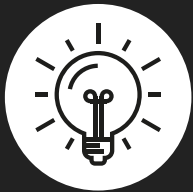
**OVER 130 BRANDS SINCE 2008**

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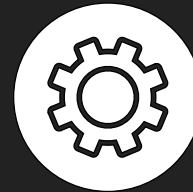
**BRANDS RELATIONS**  
**Award Winning Brands**

**PROJECT OVERVIEW**

# **The UK's No1 Drink** **Development & Branding Agency** **Since 2008 Behind over 130 brands**



**One stop shop to creating amazing drinks taking you from idea to retail listings**



**Creating successful, award-winning brands. We give you the BEST chance of success**

# ABOUT BRAND RELATIONS

Our team of EXPERTS in their field treat every brand like it is their own, from recipe development to creating a stand out brand with messaging to your target audience, overseeing production with the perfect co-packer for your brand, then getting you in front of over 6000 buyers in the UK and Internationally.

## What we do.....

Firstly we need to understand your idea and how we can help make this a successful brand. Many entrepreneurs come in with some great ideas and some not so great ideas but we need to believe that you have a good chance of being successful in what is a very competitive market.

Over the last 14 years we have seen a lot of brands fail as well as some succeed. You can spend a lot of money on the wrong idea and fail quickly so we need to make sure that you are on the right track and fully understand the steps needed to avoid losing your investment.

**We will do this via ZOOM or a meeting in our London offices, before we take your brand on.**

“**TAKING  
YOUR IDEA  
TO  
REALITY  
AND  
SUCCESS**”

**With 30 years of knowledge and experience in marketing and branding spanning four continents, we can make a real difference to your brand.**

**After 14 years and over 130 brands we KNOW what makes a GREAT brand and can guide you through EVERY step of the way, helping you understand the industry.**

# STAGES OF DEVELOPMENT

**1** **Initial Brainstorming with the Team:** What is your idea and how can we make it even better?

**2** **Market Research:** What ideas in this category have gone around the world? What have they done well? How have they communicated to their target audience and what did they do wrong knowledge is power. We all need to learn as much as we can about ingredients and flavours, as well as branding and marketing in this category

**3** **Recipe Development:** Once we have finished the research and shared this, we will then brainstorm ingredients and flavours for the recipe developer. Consumers buy for health but return for taste. We pride ourselves to create the best tasting recipes and getting it right in the first couple of attempts, but if we don't then we keep going until you are 100% happy. Our speciality is natural and healthy, no preservatives or anything artificial

**4** **Brand Names:** Our team are experts at helping clients create a unique brand name that is memorable and can be registered. If you need a brand name then we will come up with some excellent ideas

**5** **Branding & Designs:** Our team of designers are some of the best in the industry, just being a designer isn't good enough for the drinks industry. You need specialists that understand what motivates your target consumer to buy your brand, that is what we are good at. 90% of a first purchase is the branding and messaging. If you have to educate your consumer to buy your brand then you will fail, the best way to attract buyers is on the packaging.

**6** **Researching Suppliers:** Start-Ups don't need to be buying huge amounts of ingredients in the early days of production. We work with the BEST ingredient suppliers in the industry and try to insure you don't end up buying far more ingredients than you need. In this industry, volume speaks loudly but cash is key in the early days. We work with the BEST suppliers with the lowest prices and volumes

**7** **Co-Packers:** These are the companies that will make your product, we have worked with many different co-packers around the UK and Europe that understand Start Ups. Depending on what your needs are, we will select the BEST company for your needs at the most competitive prices

**8** **Mentoring:** EVERY step of the way we will be there to help you understand what is going on. All of our contacts will be an open book, this is your business and you need to understand EVERY aspect of each stage and to prepare you for building a successful brand. We will be there to support you and help you in any way we can



**Knowledge  
is key  
in this  
industry ”**

**Richard Horwell is the owner of Brand Relations- a specialist food and drink marketing and branding company based in London, that has been behind the launch and development of over 130 brands in the UK market in the last 14 years. Richard has also built up and sold companies of his own in this sector during this time, plus has over 30 years experience in marketing FMCG brands around the world; from having lived and worked in the UK, US, Australia and the Middle East.**

**Most entrepreneurs have a lot of knowledge and business experience in their own space but very little in the extremely competitive Food & Drink category. As with most start ups, most will sadly fail but armed with experience and knowledge you will have a far better chance of survival. As part of the project, Richard will help with mentoring and guidance though all the pitfalls and shortcuts that he has learnt from both the success and failure of the 130 brands launched by Brand Relations.**

**Knowledge is key in this industry and there are a lot of companies out there that will gladly take your money without a conscience. We can help you plan a strategy with the least amount of cost and the maximum amount of impact; utilising all his contacts built up over the years. During this project Richard will always be at the end of the phone supported by a very experienced and knowledgeable group of staff for any questions or queries you may have.**

“ Give the brand a  
Point of  
Difference ”

Market Research



**Thorough detailed research and analysis on what has been done so far in the current specific drinks market. We will give you a competitive arena analysis to understand current pricing, messaging and target consumers. From this, we can create a clear positioning of your product on the market**



**World-wide research to understand what has been successful and what has not in this category. This research will give the brand a point of difference to the ones who have gone before**



**We will pick up on new trends or insights from current global influences or events. From this, we will be able to create a product which is timely and adaptable to hurdles or trends in the future**



**Consumers  
buy for  
health  
but  
return for  
taste**

- **At Brand Relations, we only work with healthy products that have no artificial colourings, preservatives, low calories, natural flavourings and a great refreshing taste**
- **With our input and research, a detailed brief will be curated for our recipe developer with an idea of what flavours to work with. The flavours must resonate with the target audience, be on trend and match the ethos of the brand**
- **We will ensure it has a unique flavouring by researching future taste trends. It will be innovative and diverse to the market by introducing a flavour pairing that will fill the researched desired gap in the drinks market**
- **The chosen ingredients will then be checked with Novel Foods by us to guarantee its legibility in the UK - EU market**
- **Our recipe developer will make samples that will be shipped direct to you and working in tandem with Brand Relations; we will refine the product until we have the final flavour perfected. We will try to get it 100% right!**
- **Legal ingredients and nutritional requirements for the labels will be provided**
- **We can arrange mock-ups of the product prior to manufacturing, from a third party to show you what the packaging will look like**

**Recipe Development**

**“ Create a  
unique brand  
name  
that is  
memorable ”**

Brand Names

- **Before we share our names choices with you, we will research the product and the history behind it to generate timely and unique name choices different to anything else currently existing**

- **Then, we will collate the names brainstormed and put them into an informative presentation that will have all the possible names and meanings to demonstrate the brands image and core message. We will explain why we chose those names and what influenced the ideology behind it as we feel the name must reflect the brands concept and resonate with your target audience as much as possible**

- **Brand Relations will combine your ideas and ours founded from research to create a name that will be rigorously tested through the UK's Governments IPO portal. We will our best try to ensure that the brand name is 100% free to use on your product before any decision is made but any final checks is the final responsibility of the client**



**Firstly, we will create a mood board presentation showcasing various current designs on the market as well as current trends and concepts based on your brief**

**Based on your choice of concept from the mood board, we will explore logo designs and colour schemes that compliment the product. This will then progress to striking packaging designs and creating a strong brand image that will give it a Point of Difference amongst the mass on the market**

**To explore as many designs as possible and ensure it looks professional, we will produce mock-up's both virtually and physically- this will enable us to get initial content for marketing material and get a great feel for how the brand will look. The final design must represent the true core messaging of the brand**

**Brand Relations will help place all the legal information required for the UK market to make the product compliant as well as assist barcodes for the retail market**

**“ Knowledge  
is key  
in this industry ”**

**“ The best  
ingredient suppliers  
in the industry ”**

Researching Suppliers

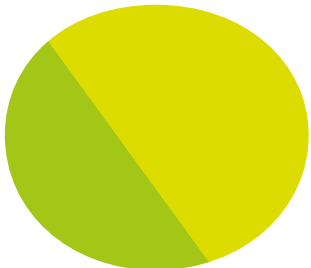
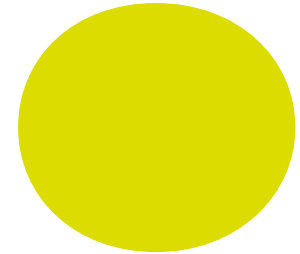
- **Brand Relations will provide designs for extra material to match the overall brand. These include POS displays, presentation boxes and e-material. These are fundamental for continuing success of the brand.**
- **Presentation boxes are the first impression a buyer will get of the brand so we will ensure they fit with the brand perfectly. They will be created to look like a gift packed full of lots of information on the product**
- **We will also provide you with sales brochure artwork, that will explain the brand concept to both the buyer and the consumer.**
- **We will do a full handover of all design and relevant material at the end of the process, so you are able to continually progress and support the brand after the launch.**

**“ The best company  
for your needs at the  
most competitive  
prices ”**

Co-Packers

- **Brand Relations will help source a packaging for your product that will look premium and healthy in keeping with the brands concept**
- **We will assist from start to finish in producing a budget for your first production run that will account for all the expected costs involved with producing the product (Including ingredients, manufacturing, labelling costs ect)**
- **Technical Certificates will be collated and submitted on your behalf.**
- **We will locate the highest quality contract manufacturer across the UK-Europe to mix and fill the product to the best quality and within budget**
- **All ingredients will be sourced, negotiated price-wise and ordered to the manufacturer. These ingredients will be checked and approved with relevant checks before production**
- **We will even assist with the scheduling of production to ensure that everything runs as smoothly as possible**
- **Brand Relations will also provide you with a long-term budget plan to accurately forecast the cost of future production and demonstrate the brands economies of scale.**

“ Every step of the way we will be there to help you understand what is going on ”



Mentoring

**Ask us how we can get your new brand in front of over 6000 buyers in the UK and Internationally?**

**Brand Relations has built up a CRM over the last 14 years of over 6000 buyers from the UK and Internationally.**

**In the days of GDPR, the wholesalers in the UK can't share their clients with you, however, Brand Relations have been dealing with these clients since long before GDPR. We know who they are and have good relationships, so once your brand is ready, we can help you get listings ALL over the UK and Internationally.**

**We can take you from an idea to success**

Available on Amazon and  
all good book retailers  
around the world



“Innovate, don't  
imitate, create  
recipes &  
flavours for the  
future”

“You must have a Point  
of Difference to what is  
already out there, so  
consumers will cross the  
road to buy your brand”



Your definitive guide to developing and launching  
a drink brand.

“The most  
expensive word  
in this industry is  
education”

“Consumers will buy for  
health benefits but return  
for taste”

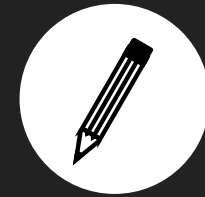
Knowledge is power,  
understand as much as  
you can about  
your market.



# Contact Us



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