

## About Us

Bitton Consulting specialises in the development of food related products, from first concepts to launch. This is achieved through a clear strategy, personally developed and created in alliance with you, the client. We bring your vision to life by focusing on your particular requirements and by using our expertise and experience. We can offer you assistance in food consulting, manufacturing, marketing, branding, PR and distribution.

Built on the combined experience of a team including a passionate French born and trained Chef, a Food Marketing & PR Director and a Business Development Executive, Bitton Consulting has developed, marketed and distributed many different brands over the past 12 years, including their own.

The now iconic Bitton Cafe and Grocer was established in 2000 together with its own branded range of gourmet food products. From humble beginnings, the range has grown exponentially to now include 20 top selling products. Priding itself on consistency, high standards of excellence and attention to detail, it is now available in over 400 handpicked fine food stores both locally and internationally.

This has all been achieved through the careful incubation of a range that while enjoying rapid growth, remained committed to providing the same quality and integrity it has prided itself on from the beginning.

Our mission is to bring this expertise, built from both success and oversight, to other similar minded businesses who do not necessarily have the resources within their own companies to ensure a successful launch into the market place.



## Our Services

We understand that each product is different therefore we will tailor a business strategy to suit your vision. We believe in personalised service and will ensure that your every need is met.

## Product Development



Bitton Consulting will assist you with the development, manufacturing and marketing of your product from first concepts to launching it into the marketplace. Some of the services offered are:

- **Concept consulting** – Brainstorm first concept ideas to marketable brands
- **Product Development** – Assist you to develop new innovative products to match market trends
- **Market Research** – Analyse the marketplace and competitors
- **Recipe Development and Testing** – Developing recipes, sourcing suppliers/produce
- **Manufacturing** – We will help you to manufacture your first complete batch of products, from product testing to quality control measures to your first batch of produce
- **Costing and Margins** – we will advise you on product costings/margins/wholesale rate and RRP
- **Sourcing of Packaging** – We will source your bottles/packaging requirements
- **Designing of Labels** – We have aligned ourselves with young, enthusiastic, cutting edge designers, which could assist you with label designs, branding and business collateral
- **Nutritional Information/Barcodes** – We will ensure that your product label meets all the requirements of food standard codes.

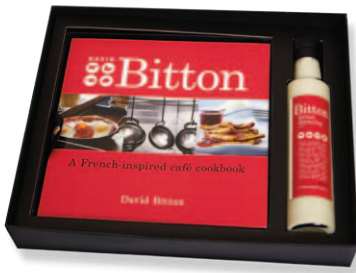
## Small Business Consultancy

We offer small business mentoring programs and consultancy to companies, which have not achieved their desired results. We are an extension of your business and we will help you reach your goals by providing advice on:

- Integrated Strategy
- Sales & Marketing Strategy
- Operations
- Logistics
- Finance
- PR & Communications
- Social Media
- Brand Management



## Personalised Gifting



We can create a product specifically branded for your corporation, either for one off celebrations, promotions and/or ongoing merchandise eg. Beautifully handmade jam branded with your logo.

- Why not personalise your corporate hampers/gifting
- We can source gift boxes and packaging
- We can help you create a unique culinary product to suit your clientele.

## Social Media



Social Media is a necessity for any business in this day and age. It is a platform to effectively communicate to your customers on a regular basis, increase traffic to your website and improve brand presence across all channels.

We assist small to medium sized businesses to set up and launch their social media accounts into the marketplace. We also provide ongoing management of social media accounts and work with you to maintain consistency, timely activity and engage your audience.

## General Business Consultancy

Other consulting services we offer are:

- **Kitchen Design and Consultancy** - Our chef and owner David Bitton has designed many commercial and domestic kitchens, and can help you achieve an efficient organised environment
- **Menu Creation** - Bitton Cafe and Grocer have developed a number of menus for cafes, restaurants, special one off events, food shows, food companies
- **Food Blogger** - We have an experienced food writer/blogger on our team that can assist you with food articles, blogs, newsletters etc.



**We look forward...** to talking to you and becoming an extension of your business, nurturing your creations and ensuring success as you launch into the marketplace.

*The Bitton Consulting Team*