



# Selling Food on-Line

12th December 2018



Amazon, Ocado and a host of other on-line sites have now become a commonplace route to market for Irish food producers. These new channels bring with them both opportunity and complexity.

This specialist event will see three UK experts travelling to Dublin to share their views and to be joined by Dublin food producer and Amazon expert **John Jenkins**. The speaker line-up includes **Joanna Walker**, **Christopher Panduro** and **Jefferson Webster**.

The Dublin Food Chain is an initiative of the Local Enterprise Offices in the Dublin Region supported by Bord Bia.

This Event is being led by LEO Dublin City and is taking place on 12th December. It will take place at **Smock Alley Theatre** in Temple Bar with nearby parking.



## Joanna Walker

Jo is a food retail expert with 20 years experience in Buying, Product Development, Marketing as well as National Account Management at companies including Marks and Spencer, Sainsbury's, Netto and a private label Bakery manufacturer.

Her speciality is providing advice for succeeding with on-line retailers including Ocado and the key UK players in this space.



## Christopher Panduro

Christopher has worked in the I.T industry since 2000. Initially working as a system analyst, he found that he had an eye for SEO and E-commerce web design back in the early online shopping days.

In 2006, Christopher decided to go self-employed to focus on SEO and eventually Amazon seller central brand management for clients who wished to sell on multiple seller platforms. Christopher now has over 10 years' experience with Amazon seller central, with a host of successful food clients.





### Jefferson Webster

Quantity Surveyor turned food producer, Jefferson is the co-founder of innovative, real food focused, London based food start up, Hunter & Gather. That has secured two Great Taste Awards, Speciality Food Magazine Newcomer of the Year and Innovative Better for You Product of the Year in their first year.

Sharing his experience and key learnings associated with the powerful tools of working on the Amazon platform that can leverage brand awareness and marketability along with the pitfalls to be aware of. Hear how it is possible to go from tiny sales figure on-line to significant turnover within months. <https://hunterandgatherfoods.com/>



### John Jenkins

Together John with his partner Katrina set up Dublin based Bayin Oil producing cold pressed peanut and sesame oils.

They are now one of the top selling Oils in their Amazon category. Amazon has allowed Bayin to compete with larger UK brands whilst building their own brand profile in the UK.

Utilising Johns on-line selling skills, not alone have Bayin carved out a market on Amazon for their own products, but John now works as an Amazon seller for several other food companies and will share his tips with the group. <https://bayin.ie>

## AGENDA

- 17.30 – 18.00 Registration and networking
- 18.00 – 18.10 Opening and welcome LEO Dublin City
- 18.10 – 18.30 Joanna Walker, Purple Basil  
“Tips for Succeeding with on line retailers”
- 18.30 – 18.50 Christopher Panduro,  
“Selling food on Amazon...a recipe for success”
- 18.50 – 19.10 Jefferson Webster, Hunter & Gather Foods,  
“Producer case study”
- 19.10 – 19.30 John Jenkins, Bayin Oils,  
“A Dublin perspective on Amazon”
- 19.30 – 19.45 Q&A
- 19.45 – 20.30 Christmas cheer

### Booking

To Book, please click on this link

<https://www.dublinfoodchain.ie/booking/?event=80>