The Buyer is a new online and social media platform to provide trends, insights, tasting analysis, opinion and comment for sommeliers, senior buyers and decision makers across the premium on-trade sector.

The Buyer will bring buyers and sellers of wines, spirits and premium beers closer together. It will help them make more informed decisions about what are the right kinds of products and offers for their individual outlets and businesses.

The Buyer will also look at wider trends impacting the mainstream on-trade market and key drinks buying issues in the off-trade that have an impact on the premium on-trade.

Centered around a dedicated website, The Buyer, will also offer a number of opportunities where key decision makers, on both the producer, supplier and outlet side of the premium on-trade, can meet, share experiences and explore ways to work more effectively and efficiently together.

This will include bespoke events such as focused tastings, buyer-related seminars, roundtables, master classes and targeted newsletters on key business issues.

WHO:
The Buyer is a new independent editorial platform for the drinks industry founded by award winning business editor, Richard Siddle, most recently of Harpers Wine & Spirit, and senior publishing executive, and leading lifestyle wine and drinks writer, Peter Dean, co-founder of Seven Publishing.

WHY:
The challenge for senior on-trade professionals, both from the buyer or supplier side of the industry, has never been greater. Highly informed consumers want and expect an ever more demanding food and drink offer. Eating and drinking is now as much a part of a night out as going to the theatre or cinema. The pre-theatre meal has become the main event of the night.

Drinks buyers, decision makers, suppliers and producers need to keep on top of the latest on-trade insights, trends and data. They are a highly defined audience with specialised needs and The Buyer will be there to meet them with value-added content that helps them do their jobs more effectively.

HOW:
The Buyer will:
- look at the real dynamics of buying and selling across the premium on-trade
- share best practices and experiences across premium beers, wines and spirits and between suppliers, individual outlets and pub and restaurant groups.
- provide crucial insights and case studies on how to buy and sell better, drive more profit in to your business and provide a better service to your customers, both trade or consumers
- help senior drinks buyers better understand the trends and changes in consumer behaviour that will influence the kind of food and drink offers they want to see in bars, pubs or restaurants
- give decision makers access to the opinions and thoughts of key business influencers both from inside and outside the premium on-trade sector
- inspire sommeliers/drink buyers with tasting reviews and independent content
- deliver a new platform for suppliers, distributors and drinks producers, to connect and engage with key influencers across the premium on-trade
- offer face-to-face, networking and educational events, including roundtables, specialist tastings, country and regional visits, master classes, business workshops with a difference.

WHERE:
New dedicated website, www.the-buyer.net, targeted email newsletters, social media, tastings, networking and business events.

WHEN:
To be launched in April 2016.

READERSHIP:
A highly focused readership of the key, most influential decision-makers across the premium on-trade including the extensive contacts’ books of Richard and Peter built up over years in the trade.

- premium on-trade buyers including sommeliers, food and beverage, operations and procurement managers across wines, spirits and beers
- owners, proprietors, director/board level across premium on-trade outlets
- decision makers, buyers, directors/board level across drinks suppliers, distributors, service providers, logistics, marketing, advertising, PR
- senior level managers, directors and owners of premium drinks producers

www.the-buyer.net
WEBSITE
Brand advertising and sponsorship on The Buyer website.

Rates:

<table>
<thead>
<tr>
<th>Position</th>
<th>Size in Pixels</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super leaderboard top</td>
<td>970px/90px</td>
<td>£280 a week £900 month</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>160px/600px</td>
<td>£200 a week £700 month</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728px/90px</td>
<td>£250 a week £850 month</td>
</tr>
<tr>
<td>Premium MPU (above the fold)</td>
<td>300px/250px</td>
<td>£280 a week £900 month</td>
</tr>
<tr>
<td>MPU</td>
<td>300px /250px</td>
<td>£230 a week £800 month</td>
</tr>
<tr>
<td>Background scrolling</td>
<td>1600px/1050px</td>
<td>£330 a week £1k month</td>
</tr>
<tr>
<td>Supplied Video</td>
<td>300px/600px</td>
<td>£300 a week £1k month</td>
</tr>
</tbody>
</table>

Full page takeover (super leaderboard top/bottom/MPU/background banner) £350 per issue or £900 a month

Prices of leaderboards and MPUs based on 4 rotations

Job Listing

| 2 week Job Listing | Lineage advert and logo | £200 |
| 4 week Job Listing | Lineage advert and logo | £400 |

NOTE: The above costs are for supplied artwork where no extra work is involved. The Buyer can also provide a production service that will incur additional costs. POA

VAT: All prices are subject to VAT. 10% agency commission is applicable.

Specifications: All files must be provided in GIF or JPEG format. Files submitted must have a maximum file size of 40kb

Minimum three days must be provided from booking to appearing on the site.

EMAIL NEWSLETTERS
Weekly newsletter: sent out to registered members of the premium on-trade and invited members identified as key decision makers/influencers in the sector.

Rate for leaderboard position: £350 per issue or £900 a month

BESPOKE MAILERS
Send out specific information about key events to target audiences within The Buyer’s database across suppliers, buyers, sommeliers £400 per mailer

ROUNDTABLES
Roundtable of up to six key buyers/decision makers. The Buyer will help bring together key people to discuss an agreed theme.

To include:

- pre-publicity on The Buyer website: including minimum three articles about the event (what the event is about and why, interview with client about the event, call for sign ups); an MPU to advertise the roundtable; two mentions in weekly newsletter; social media activity to promote the event
- full coverage of the event through: full write up in four page exclusively designed downloadable/printable PDF; articles on The Buyer website covering the event; full social media coverage during and post the event through Twitter and Instagram; article and promotion on The Buyer newsletter.
- Starting at £2,500

Roundtable with wine tasting
As above but to include wine tasting element. Starting at £2,800

Roundtable with wine tasting and food matching
As above but includes wine tasting and food matching. Starting at £3,200

(Note: additional events costs such as transport and hospitality staff will be covered by the client)

Video option: All roundtables can also be videoed and edited into shareable online extracts to be both used on The Buyer and client’s websites and for their own promotional purposes. Different packages are available depending upon requirements. POA

www.the-buyer.net
BUYERS TRIP TO REGION OR PRODUCER
Recruit up to five buyers or sommeliers to attend a regional or producer visit lasting one to three days. This could be to a distillery, a brewer or to a specific wine region. To include:
- pre-publicity: minimum three articles about the event (what the trip is about and why, interview with client about the trip, call for sign ups); an MPU to advertise the trip; two mentions in weekly newsletter; social media activity to promote the event
- full coverage of the trip through: full write up in four page exclusively designed downloadable/printable PDF; articles on The Buyer website covering the trip; full social media coverage during and post the trip through Twitter and Instagram; article and promotion on The Buyer newsletter.
Starting at £2,500

NB: Not including flights/accommodation/food/drink to be covered by producer/client)
Video option: Trips can also be videoed for use both by The Buyer and for client's use. POA

THE BUYER’S CASE
TARGETED SAMPLING AND TASTING OPPORTUNITY TO KEY BUYERS
Opportunity to send wine/spirits/beers to key buyers that have agreed to taste different products and offer their feedback on each one. Producers/suppliers can either send their full range/portfolio to be tasted or take out slots in either six or 12 bottle cases.
To include: pre-publicity on The Buyer and newsletter about activity and opportunity for people to sign up and take part; interview with client about their range and on-trade strategy; social media support pre and post the activity; appropriate feedback published on The Buyer in a specially produced report; private feedback on each product from the buyers to the client.
Ideal for: Showing new wines or ranges, highlighting specific grape varieties, promoting regions, countries, doing themed tastings (ie cool climate, high altitude)
Rates
£200 per wine
£1,200 for 6 bottle case
£2,400 for 12 bottle case

SUPPLIER SECTION
ALL FEATURED SUPPLIERS BECOME MEMBER OF THE BUYER’S CLUB
Opportunity for key suppliers to explain what they do, click through to key ranges, price lists, services they offer in a dedicated supplier support section. This can be updated through the year to reflect range, price and vintage changes. NB: All companies that sign up to the directory will also become members of The Buyer’s Club and one nominated person will be invited first to two of the networking business events or seminars that The Buyer will run during the year.
Rates
£600 for 6 months
£1,000 for a year

SUPPLIER SECTION – VIDEO
Videos are the most viewed and shared content on social media. The Buyer is able to work with you in devising, filming and editing bespoke videos about your business, interviews with key people, key events, tastings, master classes, roundtables or seminars. Could be a new way for distributors to highlight key on-trade clients and explain how they work with their customers. You could look to make video a part of your entry in the Supplier Section to explain and show what you do. Different packages are available depending upon requirements.
Starting at £1,500

INSTA-TASTE
A new way to showcase your premium beers, wines and spirits and put them in front of key buyers and influencers both on The Buyer website but also through social media. Here’s how it works: send wines you would like to be tasted to The Buyer team; any wines we like will be photographed and posted on The Buyer’s Instagram page, including a tasting note and hashtag links to key relevant influencers and sommelier groups; the photograph will appear both on Instagram, giving your wine publicity across social media, and on the INSTA-TASTE section of The Buyer website.
Products can be supplied free of charge.
BESPOKE TASTINGS
The Buyer is committed to organising tastings that really matter to buyers. Tastings that will help them make better buying decisions. Themed tastings that might be focused around one grape variety, or style of spirits, or how and where different kinds of drinks are made.
The Buyer wants to work with distributors or producers to create new, exciting and innovative tastings that can really make a difference to the buyers who attend.
Talk to The Buyer’s team and we can work together to create something new and different for the trade. POA

THE BUYER’S CLUB
The Buyer is giving its readers the opportunity to be part of a special networking club and take advantage of its exclusive database made up of the key decision makers in the premium on-trade. Throughout the year we will be hosting a series of networking business events and by registering for the Club you will be invited to take part.
Your business will receive automatic membership of the Club if you join our Supplier Section.

NETWORKING EVENTS
The Buyer wants to play its part in bringing buyers and key decision makers across the premium on-trade together so that they can share experiences, learnings and hopefully have some fun along the way.
The Buyer will be organising a number of different events that will offer inspirational speaking, education, some practical buying experience, and most of all some new drinks to try.
If you want to put on a new and different event for key influencers across the premium on-trade then, please, come and talk to us. POA

COMPANY & PRODUCER PROFILES
As well as a standard Supplier entry, companies can increase their profile with a Premium entry – a customised business profile of what they do, the services they offer and why they are different to their competition. Maximum 500 words. This can be written either by the company or by The Buyer team based on interviews and information supplied by the company.

WHAT IS PREMIUM ON-TRADE?
The Buyer defines premium wines as the ones on a restaurant or pub’s list for £20 or above or £5 at wholesale. For spirits and beers it is drinks that are looking to shape and drive innovation and consumer engagement in their categories through how they are made and what they stand for rather than price.
“The wine industry is a highly exciting industry but it is constantly evolving and changing. For serious wine professionals it is vital to keep ahead of the game and be fully informed in order to make the right decision. I have no doubt The Buyer, the new innovative platform from Richard and Peter, will provide extremely beneficial material and soon will prove indispensable.”

Gerard Basset OBE, MS, MW
Hotel Terravina

“The Buyer is the perfect platform for connecting artisanal producers with new distributors to help grow their business and offer unique products.”

Thomas Aske, director, Fluid Movement, co-owner
The Whistling Shop and Black Rock

“What the trade says about the Buyer

“As someone who needs to be on top of all drinks and consumer trends, The Buyer is going to be a vital partner to my restaurants, wine store (off sales) and online wine store business. I am certain The Buyer will be an invaluable resource and a much needed new arrival on the drinks scene, giving a fresh informed perspective. Unquestionably, Richard and Peter have the know-how and background to make it happen.”

Martin Williams, founder and chief executive
M Restaurants

“Richard is one of the few wine trade journalists who has the knowledge and insight to truly understand the global wine business. His grasp of the UK on-trade and the complexities of being a supplier make him the most reliable of commentators.”

Robin Copestick, managing director
Copestick Murray

“Buying wine for the on-trade can be quite a complex process with lots of issues to consider. The Buyer promises to be an invaluable resource for professionals to understand and exploit the opportunities in the category. Richard’s experience as an impartial expert at the heart of the wine trade gives him a unique perspective and access to the very best insight in the market.”

Miles MacInnes, sales and marketing director
Jascots Wine Merchants

“Richard and Peter are brilliant networkers and love the world of drinks. The Buyer is a great concept to fill a gap in the world of drinks.”

Rosamund Barton
director R&R Teamwork

“I’m looking forward to finally being able to access something specifically aimed at building new and strengthening existing relationships in the industry as well as help me in my day-to-day work. The fact Richard is at the forefront of developing this new and exciting idea means it is being set up by an expert for the experts.”

Zack Charilaou, wine director
M Restaurants