# UK Market Entry Accelerator

## NorthLink x Humble

A **one-day intensive** to help local and scaling fast-moving consumer goods **(FMCGs) businesses** become UK Market Ready, realise their international potential and connect with experts in the field.

## The Program at a Glance

**WHEN:** TBD

**WHERE:** TBD

**COST:** $2500 pp

**TIME AND AGENDA:**

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| 12:30–1:00pm | **Arrival and Introductions** |
| 1:00–5:15pm | **Informational Workshop:** presented by Ian Mason, along with special guest speaker Mark Livings (Founder of Lyre's Spirit Co.) and more |
| 5:15–6:00pm | **Dinner:** Catered for the event |
| 6:00–8:00pm | **Online Guest Speakers:** from the UK, to provide on-the-ground insights in the FMCG sector |

# Build your UK Market Entry Strategy

**Melbourne businesses now have a unique opportunity to explore expanding into one of the world's most competitive grocery markets, the UK, with a market size of £179 billion.**

The UK market includes a growing online sector worth £23.5 billion and is supported by over 330,000 SMEs, including 6,400 manufacturers. As the largest private-sector employer and a market that shares many consumer tastes and trends with Australia, the UK offers a prime environment for expansion.

At Humble, we have already helped over 1,000 Australian businesses with their UK Market Entry journey by providing access to relevant resources, connecting them to logistical experts and facilitating several trade missions to London. In partnership with NorthLink, we look forward to readying the next group of local Melbourne SMEs to scale abroad, helping to drive economic growth both at home and in the UK.

## 1036 and counting...

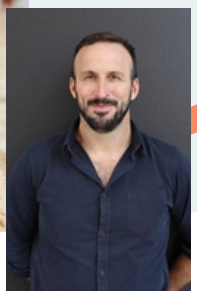
Hear from some of the previous Australian businesses we've helped to the UK.

## What is a 'FMCG'?

**A fast moving consumer good (FMCG) is one produced quickly, for relatively little cost and sold for wide public consumption. Such products include, but are not limited to:**

- **Food and Beverage:** Packaged foods, snacks, dairy products, carbonated and non-carbonated beverages, and alcoholic drinks.
- **Household and Cleaning:** Cleaning supplies, laundry detergents, candles and other essential household items.
- **Personal care and Toiletries:** Cosmetics, shampoos, skincare items, and oral care products.

# SOFI Spritz



## A MEA Success Story:

***"We secured an order from Sainsbury's, so glad we did it!"***

SOFI Spritz produces a range of pre-batched cocktails blending premium quality Australian wine, juices, herbal extracts and sparkling water. Inspired by the most popular cocktails in Italy, SOFI is lighter than wine and more refreshing than beer, with only natural ingredients and no added sugar.

In 2019, Tom McLean from SOFI Spritz participated in the Market Entry Accelerator, seeking a better understanding of the logistics and distribution considerations involved in entering the UK.

He participated eagerly throughout the program; listened, learned and adapted quickly to produce a stand-out pitch in front of Sainsbury's - something that was immediately recognised with Sofi's subsequent listing. In addition to this pitch, Tom and his team were able to secure several other meetings in London, including a pitch to major supermarket, Tesco.

## MARK LIVINGS, SPECIAL GUEST SPEAKER

Mark is a serial, multi-award winning entrepreneur and founder of a portfolio of businesses in the FMCG / CPG sector, including marketing and advertising, logistics and fulfilment, print and merchandise production. In 2019, created and founded now the world's largest, most widely available and most valuable non-alcoholic spirits company, Lyre's Spirit Co. Lyre's products have secured no less than 300 international wine and spirits awards in the first three years of availability and the prestigious non-alcoholic producer of the year in the New York Spirits Competition and a 2021 Spirited Award from the Tales of the Cocktail Foundation.

In 2018, Mark was nominated and progressed to the EY Entrepreneur of the Year Award Finals for Australia and also in 2021 & 2022 for The Grocer Gold awards for Entrepreneur of the Year and in 2022 as a Great British Entrepreneur of the Year Finalist.

## IAN MASON, PROGRAM FACILITATOR

Ian is an experienced company founder, having built multiple brands that affect change in communities across the world. His current portfolio of companies includes, most notably, an education technology company that teaches children to learn to read and a company that provides leadership development programs to individuals and corporate clients, that include the likes of AstraZeneca and the U.K. Government.

In 2013, Ian played a key role in the creation of a company and a proposition that could deliver business support to entrepreneurs and SMEs at scale, on behalf of Sir Richard Branson, Virgin StartUp. Within 5 years of founding, Virgin StartUp had delivered support to thousands of U.K.–based start-ups and SMEs, making it one of the largest such organisations in the country. Ian has also held over a dozen Entrepreneur-in-Residence roles at various incubators and accelerators globally.