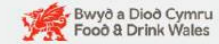


# ADVERTORIAL GUIDELINES

## The Grocer

ADVERTISEMENT FEATURE FROM FOOD & DRINK WALE



## Wales tackles labour shortage challenge

Recruiting skilled labour into the UK food and drink manufacturing industry has long been a challenge, exacerbated by recent events. Now, the Welsh Government is leading the way to address the issue.

For years, concerns have been raised that the UK's food and drink industry, the UK's largest manufacturing sector, is missing out on young talent. The industry employs over 400,000 people directly across the UK, and employment in the sector has grown by 50% over the past decade, but the labour market has been significantly challenged over the past two years, with seasonal shortages resulting from Brexit and annual seasonal food time workers leaving the industry since the start of the pandemic. So the pressure to recruit skilled and food workers has potentially never been greater. In Wales, the Government has introduced a new campaign, Food Workforce Wales – delivered by Food Skills Cymru (Lancast) on behalf of government departments. Food Skills Wales – was launched early this year to encourage people to consider a career in the country's growing food and drink industry, which is targeted to reach 17.5bn by 2030. So, there is a real need for at least on promoting the industry as a fulfilling and diverse place for people to seek a long-term career, no matter what part of the supply chain they are interested in. Moreover, there are plenty of opportunities, ranging from apprenticeships and learning programmes, operations and customer-facing roles to leadership and management. Working closely with industry, Food Workforce Wales aims to support businesses as they grow by showcasing the range of roles available to engage the sector's Welsh food and drink manufacturers. It is targeted across the domain, from recent school leavers and college or university graduates to career changers, and invites manufacturers with vacancies to fill to get involved. To support this, Food Workforce Wales has already developed an online job marketplace for the industry, and developers assess roles prior to publication and assess the range of sectors people can work in. Where there are skills gaps, Food Skills Cymru assists these entering the industry or wishing to upskill further. It can be contacted at [info@workforcewales.org](mailto:info@workforcewales.org).



The Welsh Government's Food Skills Cymru is essential for promoting the industry in Wales. Working with partners it is currently published its future strategic vision of creating a strong and vibrant Welsh food and drink sector with a global reputation for excellence, along with having one of the most environmentally and socially responsible supply chains in the world.

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## 10 steps to changing supplier in an ever-changing world

With numerous challenges affecting the FMCG supply chain currently, Diane Carroll, commercial director at pallet pooling operator LPR offers some timely advice in a changing world

There is no denying that the FMCG sector has never been more impacted than it is right now. With price increases coming from all directions, as well as driver shortages, the ongoing impact of Covid-19, Brexit and the increasing removal of tax relief on red diesel – and this is before we consider the rises expected from the ongoing conflict between Russia and the Ukraine – the sector is under pressure like never before. Businesses looking to reduce or control price increases would do well to secure their pre- and post-production supply chains to identify where savings can be made.

Diane Carroll, commercial director at LPR (a Palente Group), a pallet pooling operator, offers some tips on choosing the right supplier.

1. **Do your homework:** How many players are there in the market? If it's still probably handfuls, in a more specialist area, such as pallet pooling, just a few. Engage early with your shortlist.
2. **Involve everyone:** Supply chain is not printer paper – from your warehouse operatives to your accounting team, those which will affect many people.
3. **Give a clear brief:** Take the time to fully understand your



own, and your extended, supply chain – from end to end.

4. **Engage in a consultative sales process:** It's easy for suppliers to "talk the talk" about positivity, agility, flexibility and innovation, but are they able to prove it?
5. **How do they respond to deadlines and requests?** No matter how well you

prepare, there will always be other issues that emerge. Demonstrating agility and flexibility now is a good barometer of how they will respond to the hiccups of running a supply chain operation.

6. **Make relationships:** You've already involved the experts from your side, but as your prospective supplier doing the same? If you are important to them, they will.
7. **Implement a plan:** Planning is everything. What is your partner's plan of managing implementation on the same scale as yours. Ask to see a project plan.
8. **IT:** Whatever system you have, IT systems will add a level of complexity to any major implementation – this includes those linked to your automation. Consult your IT team early on.
9. **Business as usual:** How will your proposed partner manage your contract? Will they provide a dedicated team and single point of contact?
10. **What if...:** Beyond the implementation, consider the whole of your supply chain. Think about equipment failures, customer demands, seasonality and, of course, crisis response.



Prove to let the experts handle your change-over? Call LPR on 01227 24114 or email [sales.uk@lpr.eu](mailto:sales.uk@lpr.eu). For more information, visit [www.lpr.eu](http://www.lpr.eu)

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# Format

Advertorials are available in double page spread, and single page formats.

Each advertorial follows a standard layout which compliments the editorial style of The Grocer but makes the reader clearly aware that this is promotional activity while supporting your branding by applying your corporate colours within the design.

## **Copy Guidelines**

The Grocer's readers are looking for information and insight, and for this to be communicated in an engaging and editorial style, rather than reading as a 'press release' or 'news piece'.

Discussing your brand within category-wide commentary will help strike a balanced tone while still placing your brand at the forefront of the advertorial.

Advertorials are set by our inhouse team to ensure consistency with our house style and we ask you to provide your text and images in the following formats.

**Deadline for supplying assets in no later that two weeks prior to publication**

# Design guidelines

## **A double page spread can be broken down into:**

- Headline - Max 40 characters
- Standfirst - Max 20 words
- Main copy - Max 750 words including call to action - This amount of copy would allow for 3/5 images (depending on size and shape), a company logo and crossheads to make the text more visually engaging.

## **A single page can be broken down into:**

- Headline - Max 7 words
- Standfirst - Max 20 words
- Main copy - Max 450 words plus call to action - This amount of copy would allow for 2/3 images (depending on size and shape), a company logo and crossheads to make the text more visually engaging

# File preparation and delivery

**William Reed Ltd operate a digital workflow.**

**All material supplied in a digital format must adhere to the following software and transfer guidelines**

**All assets must be supplied in a digital format:**

- Photoshop 6, 7 or CS
- CMYK Illustrator 10 or CS
- No PowerPoint, Excel, Publisher, PageMaker files will be accepted
- High resolution scans must be 300 dpi and CMYK – when placed in a layout these images cannot be enlarged to more than 120%.
- Where possible please supply TIF or ESP format
- All Illustrator and Freehand logos should be CMYK process and any linked images supplied, with all text converted to outlines.
- Images and logos must be high resolution 300dpi.
- No logos or images from websites as the resolution will be 72dpi

## **File delivery**

Files can be sent by email or by using [wetransfer.com](https://www.wetransfer.com)

# Contact details

**Please send materials for the attention of:**

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