

# BITE INTO THE BRIGHTON & SUSSEX FOOD AND DRINK EXPERIENCE WITH US

Brought to you by the original team behind the Brighton & Hove Food and Drink Festival, BITE Brighton and BITE Sussex bring the amazing food and drink experiences of brilliant Brighton and super Sussex bang up-to-date for the roaring 2020s.

Taking the best elements of our previous national and international events, we've refreshed and remixed our programme of fun, engaging and - most definitely - delicious events for consumers whilst also facilitating a joined-up network of local food and drink business champions who share a passion for quality, craft and farm-to-fork dining and drinking.

Plans are underway for two BITE Sussex food & drink festivals: 10-19 September 2021 and 1-10 April 2022, plus our popular trade and media networking days.

In addition, we're creating some sector-specific businessto-business activations starting with the 'Sussex Surprise' cocktail competition for professional bartenders, and will be annnoucing the new 'BITE Sussex Rising Stars Awards' to recognise the contribution young people in our industry and champion hospitality, food and drink careers.



nick@sharpmediagroup.co.uk Office: +44 (0)1273 77 00 44 Mobile: +44 (0)7989 471 930



Nathalie Gomez de Vera nat@sharpmediagroup.co.uk Office: +44 (0)1273 77 00 44 Mobile: +44 (0)7712 239 154



Shanta Bhagwandin shanta@sharpmediagroup.co.uk Office: +44 (0)1273 77 00 44 Mobile: +44 (0)7941 434 596

#### 12 month membership of Bite Brighton and Bite Sussex for hospitality, food and drink sector businesses:

- The opportunity to participate in relevant consumer events during both BITE Sussex Food & Drink Festivals in September 2021 and April 2022
- ★ Invite to our twice yearly trade and media launch events
- ★ Invite to our twice yearly trade industry networking days
- A business listing on our website
- Your logo and event participation on print marketing materials
- Support on our social media channels, our e-newsletter and wider PR & marketing opportunities, including via our media partners

Hospitality, food and drink businesses must meet our minimum criteria for membership:

- A food hygiene rating of 4 or 5
- To participate in our events we need a current copy of your public liability insurance

Brighton/Sussex based hospitality, food and drink businesses - £450 for 12 months

Relevant non Brighton/Sussex based hospitality, food and drink businesses - £900 for 12 months (subject to approval)

To join us call 01273 77 00 44, email nat@sharpmediagroup.co.uk or visit www.bitesussex.com



# COMING SOON

**★ BITE Sussex Rising Stars Awards** championing careers and celebrating young people in hospitality, food and drink



★ 'Sussex Surprise' cocktail competition for Sussexbased professional bartenders featuring premium spirits from local distilleries





Launch of BITE partner line-up including pages on bitesussex.com and media activity

# May 2021

Planning of events programme for BITE Sussex Autumn food & drink festival in September, in conjunction with partners

#### May 2021

Confirm partnerships with international food festivals and gastronomic destinations

# May 2021

Launch 'Sussex Surprise' cocktail competition to local bartenders

## June 2021

'Sussex Surprise' cocktail competition boxes distributed to local bartenders. Judging end of June with BITE partners

## June-August 2021

Ongoing marketing and PR activities to promote BITE Sussex Autumn festival in September

#### **July 2021**

Launch 'Sussex Rising Stars' awards to champion talented young people in hospitality and food/drink production

# 5 July 2021

BITE Sussex trade day #1 on Brighton Palace Pier inc. Producer Showcase

#### 10-19 September 2021

BITE Sussex Autumn food & drink festival consumer event activations

#### November 2021

'Sussex Rising Stars' award winners announced

# January/February 2022

Planning of events programme for BITE Sussex Spring food & drink festival in April, in conjunction with partners

# 1-10 April 2022

BITE Sussex Spring food & drink festival consumer event activations

#### May 2022

BITE Sussex trade day #2 inc. Producer Showcase

### May 2022

Release of BITE Sussex annual report and proposals for late 2022-2023



BITE SUSSEX 2021-2022 ROAD MAP

















