

# This is Greater Birmingham, UK



Business  
Birmingham  
West Midlands Growth Company

# Food and Drink



The UK is a major food and drink exporter – and Greater Birmingham is at the heart of the industry. With over 5,000 companies in and around the city, the sector is a significant contributor to the local and national economy.

Birmingham's location is a massive attraction for food and drink businesses. Situated at the centre of the UK's road and rail network, the city is close to the distribution hubs of Sainsbury's, Tesco, ASDA and Aldi. 90% of the country's consumer market is easily accessible, with cities Manchester, Nottingham, Sheffield, Leeds, Liverpool, Cardiff just a 2-hour drive away.

The latest food innovations are worked on at state-of-the-art facilities across the city, from Mondelēz international's global chocolate R&D centre in Bournville to the Food Innovation Facility at University College Birmingham.

As a result of these significant strengths, several international brands have made a home in Greater Birmingham, including Cadbury's, Molson Coors and Florette.

As well as major brands, the city-region is the proud home of many niche food and drink companies, from cider producers to confectionary specialists. Ethnic foods are a particular strength, represented by Brunei Halal, National Halal and East End Foods, which occupies 600,000 square foot of space across the city.

## A leader in the industry

- UK food and drink industry contributes over £28bn to the economy annually
- Birmingham is home to one of the largest manufacturing sectors in the UK
- Over 5,200 food and drink companies are based in the city

## At the heart of the UK

- Birmingham enjoys an unrivalled strategic location
- Region provides access to 90% of the UK consumer market
- Close to the major distribution hubs of Sainsbury's, Tesco, ASDA and Aldi
- Manchester, Nottingham, Sheffield, Leeds, Liverpool, Cardiff all within a 2 hour drive

## Hub of food skills and training

- Mondelēz International's global R&D centre for chocolate in Bournville
- Centre for Formulation Engineering at University of Birmingham

## Home to leading brands

- Mondelēz International, Molson Coors and Florette have major plants in the city-region
- Cadbury's Dairy Milk chocolate is still produced in Bournville, Birmingham
- East End Foods has been produces Asian spices locally since the 1970s
- Allied Bakeries is the UK's second largest bakery supplier

# 71,000

are employed  
in the sector



The city is at the  
centre of the  
nation's  
motorway  
and rail network



University College  
Birmingham  
recognised as  
leading centre  
for food education



Allied Bakeries is  
the UK's second  
largest bakery  
supplier



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# Where global food brands shape the products of tomorrow



## The Right Location

Come to us for a wealth of **research and intelligence** on the local labour market, sectoral issues and skills.

With links to all the major property agents in Birmingham, we can help locate **dedicated commercial spaces**, such as The Food Hub.



## The Right Talent

Using our partnerships with leading recruitment agencies and head-hunters, Business Birmingham can assist in **attracting and recruiting the right staff**.

We help businesses **reach the brightest food technology graduates**, through our links to local universities.



## The Right Connections

Our extensive contacts mean we can **broker introductions** to a network of useful partners.

For food and drink businesses looking for the right research and development expertise we signpost access to centres of excellence in food production and technologies.

For food and drink businesses looking for **finance and gap funding packages**, we signpost funding streams and help access investment.



## The Right Access

An **in-house PR and communications team** has the expertise to raise your business' profile in Greater Birmingham and beyond.

The Business Convention Bureau works with new firms to **create successful events**, helping to organise everything from exhibitions to dinners.

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EUROPEAN UNION  
European Regional Development Fund

For more information please contact our sector lead:

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