

Key Club

Key Club is a series of seminars and tours, lead by foodservice expert Peter Backman and designed to provide you with an introduction to the industry or to bring your knowledge right up-to-date. We run a number of formats to best meet your needs:

Key Club Workshop

A series of half-day learning workshops packed full of information and insight, typically covering the following areas:

- Foodservice - why it is important
- The Customer - the key to it all
- Unpacking the foodservice sector - its structure and statistics
- Distribution - who does what
- Supplies and Suppliers - markets and specializations
- The Trends - what's happened, what is happening, what will happen and why
- The Key Players - who they are, and why they're important
- Differences between UK, European and US markets
- Challenges - what are the main challenges facing foodservice organisations and what strategy can you employ to overcome them?



Run in stunning locations around the country, often in country estates or in conjunction with major industry events and conferences, Key Club offers you a chance to take full advantage of Peter Backman's knowledge built from over 30 years in the industry and to ask the questions you need to in order to make sure you are making the best business decisions possible. It also offers you a networking opportunity to meet others in the industry in an informal and relaxed atmosphere.

Key Club Bespoke

A training day lead by Peter Backman at your offices or an away-day location, Key Club Bespoke is tailored to your business' specific needs. We listen to your critical issues and design sessions to best explore them. For example, this could involve giving your new team members a solid grounding in the foodservice industry or helping more established staff build on their knowledge and understanding.

Key Club Study Tours

Primarily aimed at foodservice professionals from Europe and the US, our Study Tours are designed to give you an understanding of how the UK foodservice market operates at street level. We listen to the types of outlets and organizations you would like to meet and design a series of meetings with outlet managers or head office staff built around a walking tour of foodservice outlets. Typically we visit London locations with a range of concepts and price offerings within a defined area, so that you can understand the current foodservice landscape from both a consumer and operator viewpoint. Past tours have involved visiting locations such as Spitalfields Market, Brunswick Centre and Covent Garden to give our participants a real feel for the current state of the market. Lead by Peter Backman, the tours are an excellent mix of analytical insight and hands-on appreciation of new market trends.

Further information

Please phone Horizons on +44 (0)20 8349 0162 or contact us by email at info@horizonsforsuccess.com

Visit our website to find out more about the full range of products and services from Horizons.
www.horizonsforsuccess.com