



**Food ingredients  
Europe**

**3-5 December 2019**

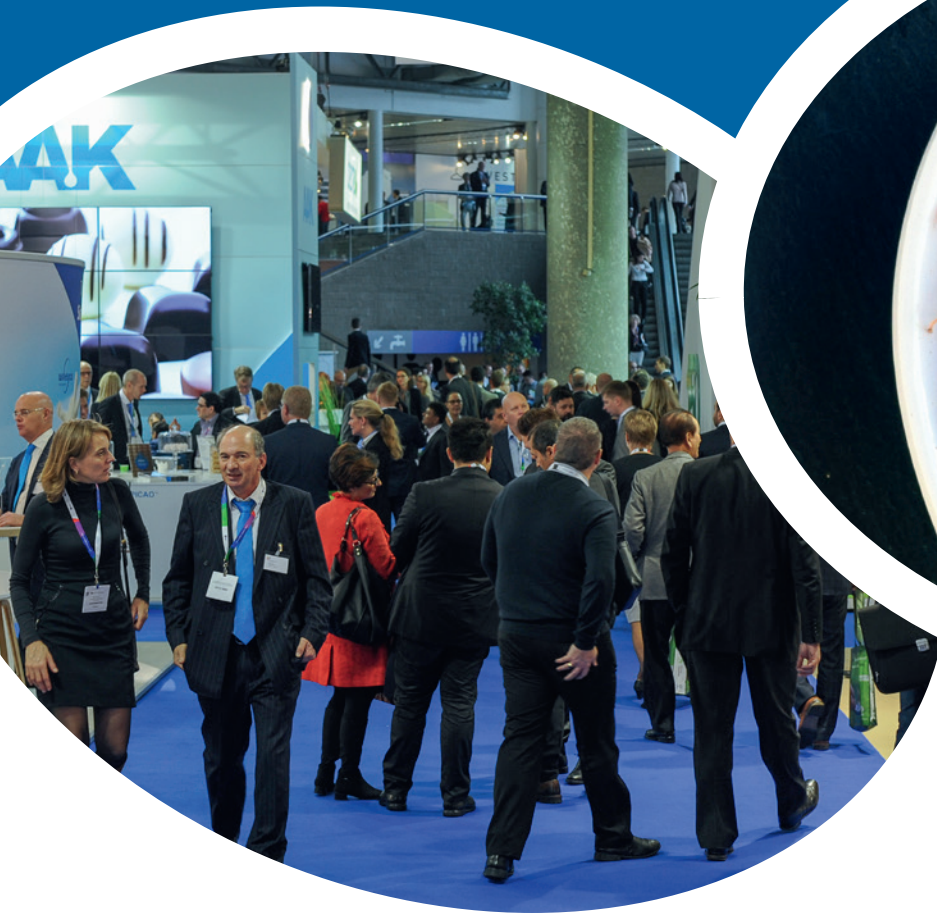
Paris-Nord Villepinte  
Parc des Expositions  
Paris, France



**Natural  
ingredients**



**Expo  
FoodTec**



**The Chilli Doctor**  
First time exhibitor at  
Fi Europe & Ni

# Interview with Chilli Doctors



## Who are the Chilli Doctor?

The Chilli Doctor is a leading source and supplier of chillies in the UK, providing bulk chilli ingredients to companies ranging from large-scale food manufacturers to small artisan producers. We were founded in 2012 as a sister company of Barnes Williams, an independent company with a good and trusted reputation for supplying food ingredients including culinary herbs and spices, garlic, onion, and tomato sourced from all over the world.

The Chilli Doctor was established to meet the increased demand for chilli products in the UK market. We work closely with chilli growers and producers in Peru, Mexico, Thailand, India and a small part of China, and we can guarantee full traceability of our products from field to factory!

## How has the show gone so far?

This is our first time exhibiting at Fi Europe, so we don't have previous years' experience to judge by. Although footfall has been a little lower than expected, we have had visitors from a variety of countries, and we have had some really good meetings so far.

**We chose Fi Europe & Ni as our first European show to exhibit at as we felt it was the best platform to increase our brand awareness.**

It also gives us the chance to establish a foothold in the European market.

After the show we will evaluate our leads and decide whether we want to exhibit in 2019. We haven't booked the next edition yet, but I think it's likely we'll exhibit here again.





## Why did you choose to exhibit with us?

We are established and well known in the UK market, but our goal is to increase our presence and improve our brand awareness further in Europe. We are aware that there is a big interest in chilli products across Europe, so we felt that Fi Europe & Ni was the place to meet all the leading food and beverage manufacturers in the one place.

## Who are your target audience and do our events cater to them?

Our target audience is all food manufacturers, ranging from large-scale manufacturers to smaller independent or artisanal producers.

The audience we want to engage with really matches with the visitors at Fi Europe & Ni,

so it has been a good way to connect directly with potential customers.

## In the preparation for Fi Europe did you use the free marketing tools such as business matchmaking or VIP invites?

We signed up for business matchmaking and did get a number of business requests. However, we found that a lot of the requests weren't that relevant as they mostly came from distributors, which we're not looking for for our products.

We sent invitations to our database in advance, but we didn't realise that there was a VIP invite tool. This sounds really useful, so it is definitely something that we will use in the future.



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## WHY EXHIBIT AT FI EUROPE & NI?



**Be present** at the only truly global food and beverage ingredients event in the industry



**A key platform** to meet with the largest local players in France, one of the top 5 F&B markets in Europe



**Monitor your competitors:** we have participants from every food ingredient segment, from start-up companies to global brands



**Network** with senior level manufacturing executives and C-suite professionals

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Are you curious about your opportunities at Fi Europe & Ni? Click **here** for a free consultation!

### GET IN CONTACT WITH US

Contact our sales team to find out more about exhibiting at Fi Europe & Ni.

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**Get in contact!**

