

**'For Immediate release'**

Issued: 14/10/2009

## **Midlands business to address British Frozen Food Federation regional seminar**

Dean Attwell, MD of Redditch based firm, Oakland International, will address delegates at the British Frozen Food Federation's (BFFF) Regional Seminar to be held at Aston Villa Football Club on Wednesday, 21<sup>st</sup> October.

As part of the BFFF's three-part regional seminar programme, Dean together with co-speaker, Mark Pym from Asda, will discuss a number of issues affecting the industry and the benefits available via the BFFF organisation.

Said Dean: "I am pleased to be invited to address the Midlands delegation, representing some of the most vibrant and successful businesses operating within this specialist sector. I believe passionately that at a time of heightened economic challenge that we take positive and direct action to support each other, and take full advantage of the many benefits available via BFFF membership."

Producers, wholesalers and retailers will be represented at each event, with member companies Iceland supporting the North West, Waitrose the South East and Asda the Midlands.



Brian Young, BFFF's Director General stated: "BFFF is delighted to have the support of our members for these events particularly those companies exhibiting. We are especially grateful to those companies who are helping in our presentation of which Dean Attwell of Oakland International has kindly agreed to contribute."

Said Dean: "This is an excellent opportunity to support our industry, meet members and to network and make new industry contacts. I would urge anyone within the frozen food market to take full advantage of these regional seminars to extend the many business opportunities available."

Event Programme:

2pm Optional tour of the Aston Villa ground

3pm Refreshments, networking and open discussion

4pm—5.30pm Presentations, summary, Q and A

5.30pm Refreshments, networking and open discussion before the meeting draws to a close.

Further details and booking form are available via the BFFF website: [www.bfff.co.uk](http://www.bfff.co.uk) or by emailing: [emmaholberry@bfff.co.uk](mailto:emmaholberry@bfff.co.uk)

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