

DISCOVER THE
VERY BEST PLACES

greatfood

www.greatfoodclub.co.uk

Key information

Great Food Club launched in 2010 and continues to introduce discerning food lovers to the best independent food businesses in the country. Our card-carrying members are engaged and highly active users of pubs, restaurants, coffee shops, farm shops and delis. They want to support independent businesses and trust us to guide them to the best. They love to eat out and are some of the most passionate foodies you will find anywhere.

Key stats

15,000+ signed-up consumer members (growing at 40 per week)

73% aged 45 or over

97% of members feel it is important to support food & drink independents

79% eat out up to four times a month

*GFC Survey results, January 2017 (1,100 responses)

Great Food Club's reach

We have an active following through our website, emails and social media

8,000 Printed Handbooks distributed annually

11,000 Unique users on the website/month

10,000 Email newsletter recipients

7,000 Twitter followers

4,000 Facebook audience

1,600 Instagram followers

Recommended by
greatfood
Club

www.greatfoodclub.co.uk



Some of the GFC editorial team

Advertising price list

Website

Profile on GFC website (if selected for recommendation)..... **Free**

Annual printed handbook (10k copies)

Basic text listing in annual Handbook **Free**

Half-page feature in annual Handbook **£165**

Full-page feature in annual Handbook **£300**

Spread feature in annual Handbook **£500**

Email advertising (social media promotion included)

Advertorial feature (2 x emails)..... **from £150**

Email to promote event, offer, etc (2 x emails) **from £75**

Single slot in weekly 'This Week's Menu' email **£50**

Exclusive competition..... **£50 + prize**

Display ad within email..... **£30**

Run an event with Great Food Club

Hold a jointly branded dinner, course or food event **£150**

Annual sponsorship packages

Become a key GFC partner (contact us for details) **from £2,000**

Social media, marketing and editorial services

Need help with social media, editorial or marketing? We can help.

We now have a number of support packages of available.

Please email or call us to discuss further.

Other tailored options are available on request. Tell us what you want and we'll send you a quote.

All prices listed are exclusive of VAT.



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Quickfire Q&A

Quickfire Q&A: Nottingham Master Butcher Johnny Pusztai
Find out what this award-winning Midlands meat magician is planning in his home city and why his butcher's is the best place to buy your sausages. [More here.](#)



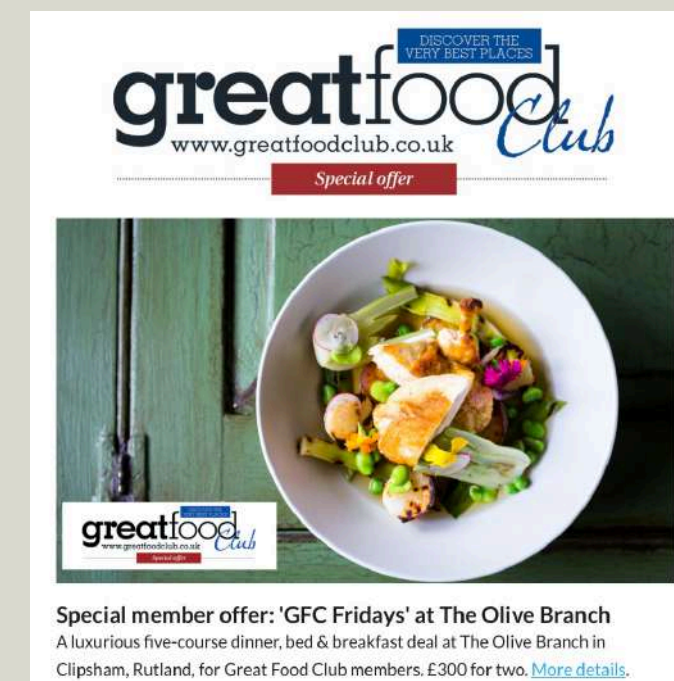
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Spotlight feature

APRIL SPOTLIGHT: Gin school, gin bar, gin distillery... How Burleighs put the spirit into Leicestershire. Click [here](#) to read this month's Spotlight Feature.



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Special offer

Special member offer: 'GFC Fridays' at The Olive Branch
A luxurious five-course dinner, bed & breakfast deal at The Olive Branch in Clipsham, Rutland, for Great Food Club members. £300 for two. [More details.](#)

To find out more or to book your ad, please
contact Matt on 07970 384013 or email
matt.wright@greatfoodclub.co.uk

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Advertiser testimonials

"GFC is an excellent way to attract not just more customers but customers with a genuine interest in and knowledge of good food, drink and service"

Ewan McFarlane, owner, The Larder on Goosegate

**"A FANTASTIC SUPPORT TO
INDEPENDENT FOOD BUSINESSES,
WITH THE FABULOUS ANNUAL GUIDE,
NEWSLETTERS AND WEBSITE"**

Carolyn Turner, marketing director, Hambleton Hall
and Hambleton Bakery

**"Great Food Club truly lives up to its promise of
celebrating the best food and drink independents.
We're proud to work closely with Great Food Club"**

Ben Jones, co-owner, The Olive Branch

**"PROVIDES A VALUABLE WAY TO TALK
TO PASSIONATE FOOD AND DRINK
LOVERS AND TO GET THE WORD OUT
ABOUT NEW PROJECTS"**

Erika Hardy, head of marketing, Everards Brewery

**"Great Food Club allows us to communicate with
an audience who are as passionate about their
food and drink as we are"**

Tracy Harker, owner, Harker's Farm Shop