

## D2N2 Growth Hub Case Study

### Complete Bottling: Food & Drink Forum Exemplar

<b>Business Name</b>	<a href="#">Complete Bottling</a>
<b>Contact Name</b>	Kieron Atkinson
<b>Telephone/e-mail of business contact</b>	01332 987697
<b>Advisor name and Organisation</b>	<a href="mailto:kieron@completebottling.co.uk">kieron@completebottling.co.uk</a>
<b>Adviser telephone/e-mail</b>	Paul Sheppard – The Food & Drink Forum Ltd

#### Commentary /Background to the business

Derby-based Complete Bottling offers a bottling service to support the requirements of all drink producers, from microbreweries to large drinks companies. Working from a brand new, purpose built site, Complete Bottling has invested in state of the art equipment in order to provide the best service to their customers. Offering complete bottling solutions including; the storage, bottling and packaging of liquids – Complete Bottling is providing an essential service to manufacturers.

<b>D2N2 Growth Hub Input</b>
<p>Paul Sheppard provided a full day of support to Complete Bottling – during this time Paul met with Kieron Atkinson, the owner, who advised that they were looking to increase the awareness of the company in order to gain new customers.</p>
<b>Outcomes</b>
<p>Having recently invested in new premises and equipment, Complete Bottling required assistance with the promotion of their services in order to gain new customers. Paul Sheppard arranged for a Growth Hub event to be held on the premises, which would not only provide useful information for the microbreweries in attendance, but also provided Complete Bottling with an opportunity to meet new contacts and showcase their facilities. Paul Sheppard facilitated introductions between Complete Bottling and the University of Nottingham, and UK Trade &amp; Investment who were able to provide further support to Complete Bottling. The event also provided Complete Bottling with the opportunity to meet with many breweries from within the region. The event proved to be a success for all involved.</p>
<b>Business Comments</b>
<p>“The event organised by D2N2 and Paul Sheppard was a great success. It provided my new business the platform to</p>

meet many new breweries within the locality and has directly led to sales. Working with D2N2 was hassle free and a good experience – I would definitely recommend their services to other businesses.” Kieron Atkinson, Complete Bottling