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A taste of future success for Lily?

Fresh thinking required for food sector recruitment

The Food and Drink Federation (FDF) has given Glow Labs a glowing endorsement by appointing the digital agency to inject some much needed spice in to a diverse and challenging industry, but one which is often seen as less about high flavour, nutrition and science and more about low fashion (think hairnets and wellies).

The *Taste Success* digital campaign is aimed at inspiring 16-18 year olds to consider a role in food and drink manufacturing. It includes three YouTube videos featuring young food heroes and adds more than a pinch of humour to the mix to put fun and vibrancy back in to a career in food and drink (one of the UK's great manufacturing success stories). Accompanying the videos are an interactive campaign page and Facebook app, where food lovers can assess if their favourite flavours are sexy while picking up some more information about careers in the industry. It seems whipped cream is hot. Ketchup is not. If minestrone soup is what does it for you, let people know, by voting at www.tastesuccess.co.uk.

The project has been commissioned as part of the Food and Drink Federation's wider 'Taste Success – A Future in Food' campaign which aims to drive interest in careers in the food and drink manufacturing industry which faces a 137,000 shortfall in personnel by 2017.

Glow Labs' Managing Director, Mayur Upadhyaya adds: "As a team we are hugely proud of this campaign, not only does it highlight our integrated work as an agency, but it's for a fantastic scheme!" Food science and technology is not only lucrative and hugely important for the UK economy, but the industry will also be called upon to address some of the biggest global problems future generations will face, like adapting to a changing climate and feeding and ever more populous planet.

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Notes to editor

The Digital strand of the campaign from Food and Drink Federation (FDF), sector skills council, *Improve* and the Institute of Food, Science and Technology was launched last week at The Big Bang, science, engineering and technology careers fair at the NEC, Birmingham (15-17 March), which was visited by 45,000 students, teachers and parents.

The digital work includes three fun YouTube videos entitled:

- Sugar Rush (<http://bit.ly/FDFSugarRush>)
- Chilli Baby (<http://bit.ly/ChilliBaby>)
- Awkward Questions (<http://bit.ly/AwkwardQuestions>)

Alongside the videos, there is a Facebook app (<http://bit.ly/SexyFood>) and campaign landing page (<http://bit.ly/fdfastesuccess>) which provides more information on a range of careers on offer in the industry.

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