

Edinburgh companies front and centre at new conference

Two Edinburgh-based companies will headline a new conference that aims to bring together industry experts and academics from the worlds of food, nutrition and sports science.

Active Root and Tony Fullerton of Stoats will speak at the Cycling & Sports – Opportunities in Food and Drink conference, which is to be held in Dundee on 22 August.

A collaboration between the Mountain Bike Centre of Scotland and hosts Abertay University, the event will be attended by Scottish food and drink producers, members of the business support industry and academic staff.



Aimed at stimulating the exchange of ideas, analysing trends and sharing expertise, the purpose of the conference is to build partnerships across the sectors.

Active Root, a new natural ginger based sports drink company from Edinburgh, will provide an insight into their product, which was borne out of co-founder Will Townsend's experience during the London Marathon.

Tony Fullerton of Stoats will also give a presentation, speaking about his firm's range of quick and easy snacks and cereals – from porridge sachets, pots, bars and boxes to oatcakes and mueslis.

Some of the businesses signed up to attend are already making cycling and sports produce, while others are considering diversifying.

Networking and speed pitching sessions will take place in addition to a series of talks and one to one sessions.

Organiser Danny Cowe of the Mountain Bike Centre of Scotland, who will present a talk on opportunities in the cycling industry, said there is a real chance for Scottish businesses to tap into a global market for sports and nutrition worth over \$20billion.

He added: "Cycling and sports products command high price points compared to general food stuffs and this event is an opportunity to look at how food and drink businesses can best reach that market.

"There is a major buzz around sports nutrition and health at the moment, so producing new or enhanced products can only benefit both industry and those participating in sport."

Abertay's Dr John Babraj, whose research includes developing models to promote cardio-metabolic health and improve sports performance, will give a talk detailing exactly what athletes require for fuel and hydration.

Dr Jonathan Wilkin, Senior Food Technologist at Food Innovation at Abertay, will speak about business support available at the University.

Abtour of Abertay's new £3.5m science labs, which boast Scotland's only industry standard Consumer Experience Lab, will also be included.

The Mountain Bike Centre of Scotland is a joint initiative headed by Edinburgh Napier University and Developing Mountain Biking in Scotland, with project partner Scottish Enterprise.

The project is funded by the Scottish Funding Council and Edinburgh Napier University.

From market research to product development; knowledge transfer, testing and product launches, the centre helps Scottish businesses in capitalising in one of the country's fastest growing sports and to help bring Scottish mountain biking products and services to an international audience.

To find out how the Mountain Bike Centre of Scotland can assist a business, please visit www.napier.ac.uk/mtb