

# Food & Beverage Management

Health & Safety  
Amsterdam (Netherlands)  
24 - 28 Feb 2025

UK Training

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## Food & Beverage Management

**Ref:** 321697\_144161 **Date:** 24 - 28 Feb 2025 **Location:** Amsterdam (Netherlands) **Fees:** 4200 Euro

### Introduction

Food and beverage products are so deeply rooted in the culture of most countries that making and selling them is not only a matter of making and selling good and tasty products, but products that nurture people's bodies, souls, and hearts. Given this, it's not difficult to see that the task quickly becomes complex.

### Course Objectives

The objective of this course

- focus on contemporary challenges that managers and entrepreneurs in food and beverage businesses should be able to face
- provide models and tools to design and implement appropriate courses of action to satisfy customers and build an advantage over the competition.

### Course Outlines

- Products vs. Markets
  - How products generate value for the customer and how customers value products and their quality.
- Tradition vs. Innovation
  - The role of tradition and innovation in the customer experience in the food and beverage industry. The value of brands in the tradition and innovation dilemma.
- Local vs. Global
  - There is value in being local in a global market and there is value in being global in a local market. The role of distribution networks in international food and beverage markets.
- Small vs. Big
  - Leveraging on size to build a competitive advantage in food and beverage markets. The design of growth strategies in different markets.
- Great Insights from the Field
  - Here you can find some additional material to let you discover some practical insights of the food and beverage world.

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