



## Retail buying (RECAPT)

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Professor Steve Burt talks about the retailer and caterer decision-making processes and concerns in relation to novel technologies

### RECAPT - Retail Buying

Development of novel food and drink products is a task that involves all actors in the food chain, including retailers and caterers. These actors perform an important bridging function, identifying consumer demands and linking them to food producers and food scientists who possess the technical know-how for the development of innovative food products and services filling those consumer demands. Furthermore, retailers and caterers are central to the diffusion of new food products, services or technologies to consumers.

RECAPT is a 3-year project (2011-2014) funded by the EU, designed to support a process that leads to closer collaboration in the management of innovations along the food supply chain. The overall objective is to strengthen the collaboration between food scientists, food industry and the retailing and catering sectors. This way, research findings can be used effectively in the development of innovative and sustainable products that will be accepted by consumers and thereby contribute to the global competitiveness of the European food and drink sector.

The core element of RECAPT is the Collaborative Food Innovation Forum (CFIF), a unique platform that brings together food scientists, the food industry, caterers and retailers. The CFIF discusses issues related to promising novel food technologies, consumer acceptance of new products based on novel technologies, retailer and caterer adoption of new products as well as innovation management processes in the food chain.

### Prof Steve Burt University of Stirling, Partner in the RECAPT project

Steve Burt, is Professor of Retail Marketing at the Institute for Retail Studies, University of Stirling, Scotland, and is currently serving as a Deputy Principal at the University. He is also President of the European Association for Education and Research in Commercial Distribution (an association for academics researching and teaching retailing). His research interests include structural change in retailing, retail branding and retail internationalisation.

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