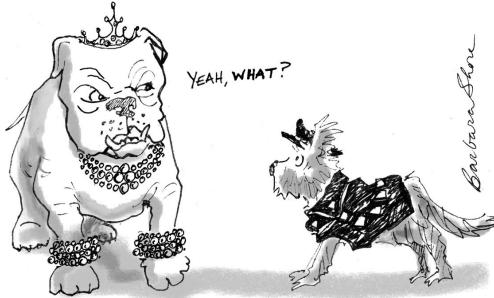


The Summit

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Pampered Pets



Cartoon courtesy
shorelines

www.shorelinesart.co.uk

The pet food industry in this country is worth £1.9 billion. In the past pets lived on kitchen scraps but today pet owners have a selection of succulent cuts to choose from for their furry friends. Pet food is tailored to individual needs with specialist food available for kittens, puppies and the older dog and cat with more delicate digestive systems.

Companies in the business are constantly working on ways to introduce new products to a market that is seemingly prepared to spend any amount of money on their pet.

However the food side of the pet market is not the whole story. Pet owners in this country are following

on from America, once again, and are spending increasing amounts of money on fashion and accessories for their pets. This part of the pet industry is in growth and some dogs are now wearing designer made fashions that range from whole outfits and matching caps to wet weather wear for your dog. Designers such as De Lisa and Vivienne Westwood have their own lines in canine couture. Harrods apparently has a once a year catwalk show which features our canine friends sporting the newest fashions for the next season. Some outfits cost hundreds of pounds. Pet boutiques can now be found in London.

The latest from New York – dogs attend Barkday parties Doga (Dog Yoga) and Bark Mitzvahs. Buttercups Paw-tisserie makes freshly baked treats for dogs and 'The Ritzy Canine Carriage House' offers orthopaedic beds, a rooftop garden and pet menus. ?

Source BBC business news

The Tax Man

Richard and Judy of chat show fame have been used as a test case by H.M. Revenue and Customs. The couple claimed the fees of their agent as a business expense something which is common practise among celebrities. However the Inland Revenue decided to challenge this. If the Revenue had won they would have captured hundreds of millions of pounds. The result of the case was a good one for Richard and Judy who were allowed to claim their agents fees because tax commissioner Howard Nolan classed them as 'theatrical performers'. This has saved the couple 1 million pounds in tax. Not so lucky however are Jeremy Paxman and Chris Tarrant who are not to be classed as 'theatrical performers' and will no longer be able to claim their agents' fees against their tax. ?

Source The Times

Web site News

Our EU site is now live on the web. Aimed at the European market it looks slightly different from the home site and includes features such as business related articles and news.

www.summitup.eu



This month's featured web site is www.directory.co.uk. The site is a directory of newspapers. It includes information and links for local and national newspapers as well as some specialist newspapers. The site also provides links to some worldwide newspapers and also supplies information about agencies who will buy your true life story. Have a look at the latest article on the home site 'Top Ten hints to make your web site sing'

www.summitup.co.uk



**Coming shortly our first
on line Workshop**

Its tea but not as we know it

Austrian company Thurella have produced a new iced tea drink with a difference. Called C-Ice the drink will be launched in the U.K at the end of July at several launch promotions including the Notting hill carnival. The company is aiming the new product at health and specialist food stores. The drink which comes in a bright orange carton has cannabis added to it in the form of hemp flower blossom syrup. The volume of cannabis contained in the drink is 0.0015% of the total liquid and the narcotic component of cannabis, tetrahydrocannabinol is not included. The company are not marketing their tea on the cannabis element but are simply hoping to tap into the growing functional soft drinks market. ?

Source the Grocer

You Only Live Once

Gourmet chocolates on sale in the U.S. are mainly provided by European suppliers such as Lindt, Ferrero Rocher, Nestle and

Kraft (Terry's). There are many smaller businesses who supply luxury chocolates and who have found a niche market both, nationally and on a more local basis. Luxury chocolates are defined by the percentage of cocoa they contain, by reduced sugar levels, packaging and the craftsmanship that goes into making them. Even the origin of the cocoa beans helps to define a chocolate as luxury or otherwise.

The companies supplying the luxury chocolates use many different types of marketing and advertising campaigns in their aim to promote their product at specific markets. For example Godiva luxury chocolates are aimed at women under 35 and the campaigns uses tag lines such as 'You only Live Once', in order to appeal to this market.

In order for their chocolates to be a success the larger companies test their products before launching them into the market place. Businesses such as La Maison du Chocolat whose chocolates are incredibly luxurious

and expensive hold tasting classes at their store in New York. This is done the company say to introduce consumers to different chocolate types and to show them new ranges.

The U.S. market for luxury chocolates associates the packaging of European chocolates with luxury. One of the U.S. suppliers of luxury chocolates, Hershey, produces a range called Josef Schmidt, which not only uses a European style name but also produces their chocolates in European style packaging.?

Source Kennedy's confection

Pickles

Wal-Mart who own Asda recently launched a 1 gallon jar of pickled cucumbers in its US stores. The price of \$2.97 is apparently ridiculously cheap and unless you have a very large family hooked on pickles then the pickles in these large jars will go off before you finish them. However the publicity regarding the large cheap jars was such that they are now flying off the shelves at the rate of 20,000 gallons a week. ?

Source the Week

Golf buggy

The Hollywood actor Michael Douglas has put his custom built purple and orange golf buggy up for sale in aid of charity. The buggy has white leather seats and includes a satellite television, DVD player, computer, fridge, jewel encrusted golf ball washer and satellite navigation system. ?

Source the Week