



# Drinks market disrupters spice up sales with Atom FDO

Nix & Kix is a London based business on a big mission to remove the boredom and stigma that surrounds soft drinks.

Incorporating a subtle hint of UK grown chilli and with no added sugar, artificial flavourings or preservatives, Nix & Kix creates drinks with exceptional flavour, great refreshment and a host of chilli-driven benefits.

Since its inception in 2015, the brand has successfully secured listings with major UK supermarkets including Tesco, Waitrose and Sainsbury's, as well as making inroads into the casual dining market with accounts such as Wagamama and Nando's.



We spoke to Julia Kessler, Nix & Kix co-founder and head of sales and operations, about her experience of Atom Business Events.

"We have been coming to the Food Drink Operations (FDO) event since it started, so for the last 4 years" explains Julia.

"It's a well-organised event which gives you good access to a strong calibre of potential buyers and face-to-face time with customers. We have found it really valuable for getting the brand out there."

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Nix & Kix have found that consistent attendance has paid dividends, especially in terms of the sometimes lengthy sales process for new food and beverage brands looking to

secure listings.

"Even if in year one they didn't know about us, the next year they remember you and the next year they start buying so it's good to keep getting in front of people" continued Julia.

"At the same time, you do have decision makers there – if they like your concept they can make a decision there and then, particularly some of the smaller businesses."



Julia also cites the event format as being something that has worked well for Nix & Kix. Atom events include a networking dinner on the first evening, when buyers and suppliers are able to meet socially and in a relaxed environment.

"It's a friendly crowd – and all the suppliers are friendly too. The concept of the evening activities the day before is good and it's nice to have the chance to meet people in a less formal setting.

"With regular trade shows, success can be very dependent on your location and you have to just hope that the right buyer will walk past your stand. It's more difficult to book meetings and you are reliant on the right people booking onto the event. With this event you know you're going to get good exposure to the right people."

At Atom events, both buyers and suppliers are asked to pick their preferred meetings in advance of the event from a list of confirmed attendees.

Julia has found the meeting selection process "a little bit like roulette but sometimes that can be a good thing."

"We have managed to convert customers from the event who weren't necessarily on our radar. For instance, Goals Soccer Centres requested a meeting with us rather than the other way round, and that meeting led to a listing."

Nix & Kix won a contract with one of the largest restaurant chains in the UK as a direct result of a meeting at FDO, which for Julia has cemented the event as a regular fixture in their calendar.

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Julia is looking forward to the January 2021 event, when FDO moves to the Ricoh Arena in Coventry for the first time.

"We are launching new branding in Q4 this year which is super exciting along with a new flavour so the next FDO will be great timing for us.

"Despite Covid, we managed to secure some new listings this year. However, our key focus was to strengthen the relationships with existing partners and help them through the period.

"We're excited to meet new opportunities at the event in January and hopefully the timing is good."

With thanks to Julia Kessler and Nix & Kix. If you would like to be featured in an Atom case study then please contact us on [enquiries@atombusinessevents.com](mailto:enquiries@atombusinessevents.com).