



**Building Exports In the U.K  
Foodservice Market by  
Sarah Furno**

# “Cashel Blue is a sum of it’s parts: people, place & commitment..”

Jane, a former chef & Louis Grubb previously an agricultural research manager returned in 1978 to their traditional Tipperary family farm: Beechmount.

Louis established a dairy herd of 80 cows and Jane set to creating something worthy of the rich milk. In 1984 Cashel Blue came into being..

From the earliest days parcels of cheese were sent to Myrtle Allen in Ballymaloe Restaurant

Neal’s Yard Dairy, London started buying for shop & wholesale in 1985



Louis held a vision to create a sustainable future for his medium sized family farm

*Louis M. Goubb*



Jane was the 1<sup>st</sup> person to make a farmhouse blue in Ireland

*Jane Goubb*





# Who we are: Farmers, & Custodians of our Environment, say hi to the Pedigree Cashel Blue Herd



The Crozier Flock of 400 Friesland ewe's,  
classified as a “farm/fermier” cheese with all the  
milk from a single flock”



Crozier Blue recently featured on the menu in the  
corporate boxes of Twickenham & has featured in  
Premium Airport lounges for Virgin Airlines.



Who we are: Farmhouse Cheese-makers,  
working with open vats, un-homogenised  
milk and hand-cut curds



Who we are: Cheese-maturers: Up to 40,000 wheels being matured & selected



# Core Values:

Community

Openness

Personability

Excellence



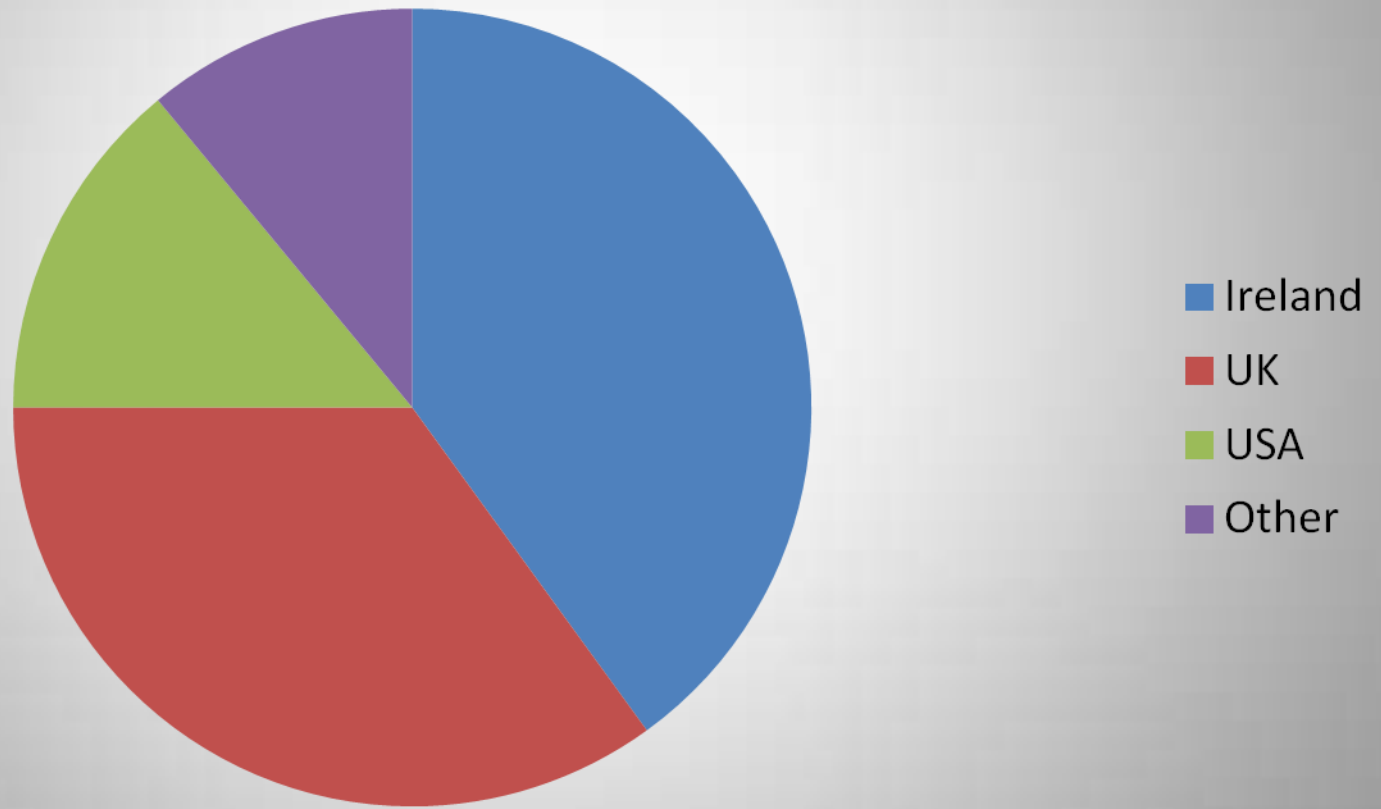


# Inside our Cheese Dairy: A fusion of Tradition and Technology



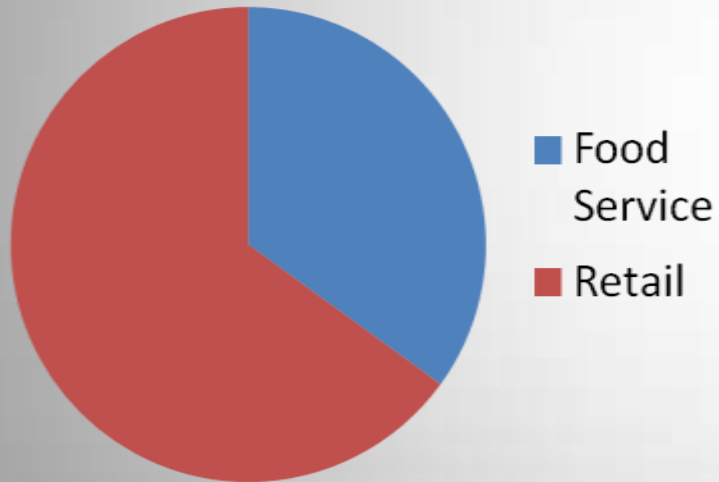
# Our Markets

**Countries**

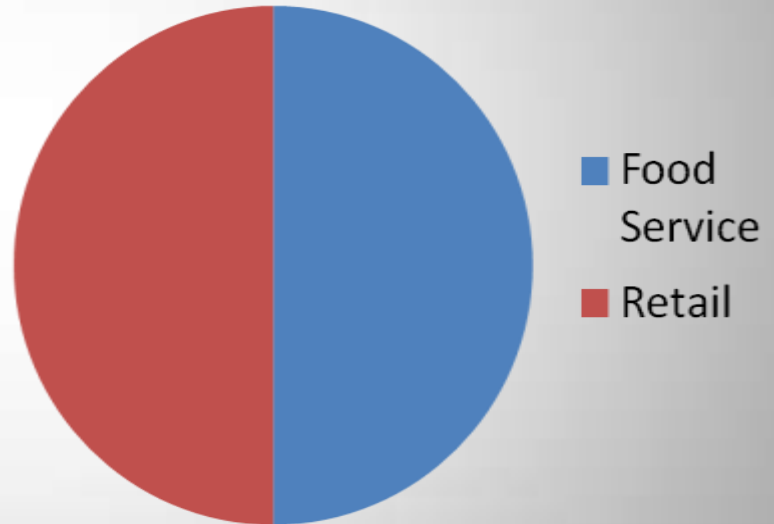


# Food Service/Retail

Ireland



UK



# Our UK Food Service Offering

## Cashel Blue

Quality at an accessible price

Format: 350g wedge

Accessible flavour

Reasonable shelf life

Supply/Availability

Irishness

Brand & Style





# Makro: Cash & Carry

## Availability to Food Service Operators from big to Small



# Principle UK buying decision in choosing Cashel Blue: Quality/ Price



# Quality our interpretation:



- J&L Grubb Ltd. (now Cashel Farmhouse Cheesemakers), personally committed the family name to the company
- Industry standard Quality Assurance since the earliest days. BRC Grade A site.
- Makers & Maturers of cheese, each consignment tasted and selected by trained organoleptic graders
- Consistent award winner

**Where does Cashel  
Blue sit in the UK  
Food Service  
sector?**



**Principally on Cheeseboards**



# The Bord Bia Food Service Market Entry Programme: Our experience

- Understanding the size of the market & future potential (65% operators buy blue cheese and 83% would consider buying)
- Gaining an insight into how the Food Service market works & different segments: Cash & Carry, national wholesaler, specialist supplier etc.
- Understanding the cost of our protein component within the menu
- Provenance not key factor in Food Service for Cashel Blue, Quality top buying rationale
- Review of Route to Market: Caterlyst Survey Focused our attention towards building our relationship with Cheesecellar

# Recent Wins for Cashel Farmhouse Cheese-makers in the UK

Featured on the summer menu of Midsummer House Michelin Star Restaurant

Proposed into Pret A Manger as a branded Sandwich filler

Crozier Blue Featured at Twickenham Football Stadium in the corporate box

Listed with Cost Co in a 500g format Autumn 2012 (since de-listed but contact Maintained with buyer)

Cashel Blue Featured cheese in the Summer Olympics Athletes Village (2 tons)

2013 Cashel Cream Cheese Listed with Cheesecellar and launched on the UK retail market

Cashel Cream Cheese “A 100% natural mix of our signature Cashel Blue, cream cheese, fresh cream & nothing else. Simple & Easy”



Cheesey wishes and thanks

Sarah Furno