

**POKEMON GO PLAYERS**



**LOOKING FOR POKEMON**



Growing the success of Irish food & horticulture

# Pokémon Go craze helps boost footfall at Costa outlets

21 Jul 2016 | Ellis Hawthorne



Print



Email



Share



Comment

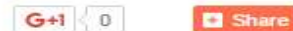


Save



Costa has reported a boost in footfall as a result of the Pokémon Go craze.

## SHARE



## RELATED ARTICLES



Costa Coffee set to kick off its Never a Dull Cup campaign

06 Oct 2016



Costa Coffee installs 6,000th Express self-serve machine

16 Sep 2016



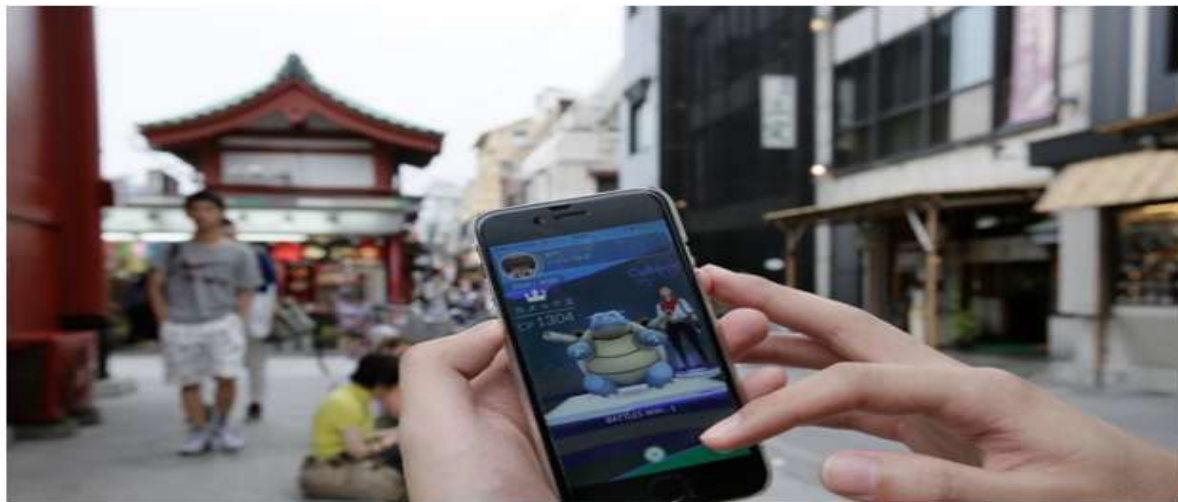
Nestlé and

---

# Pokémon Go partners with 2,900 McDonalds restaurants

TECHNOLOGY, BUSINESS 22 JUL 2016

Pokémon Go has been launched in Japan and it has announced a partnership with fast-food giant McDonald's.



A Japanese Pokémon fan playing Pokémon Go. ©EPA



# Irish Foodservice **Channel Insights**

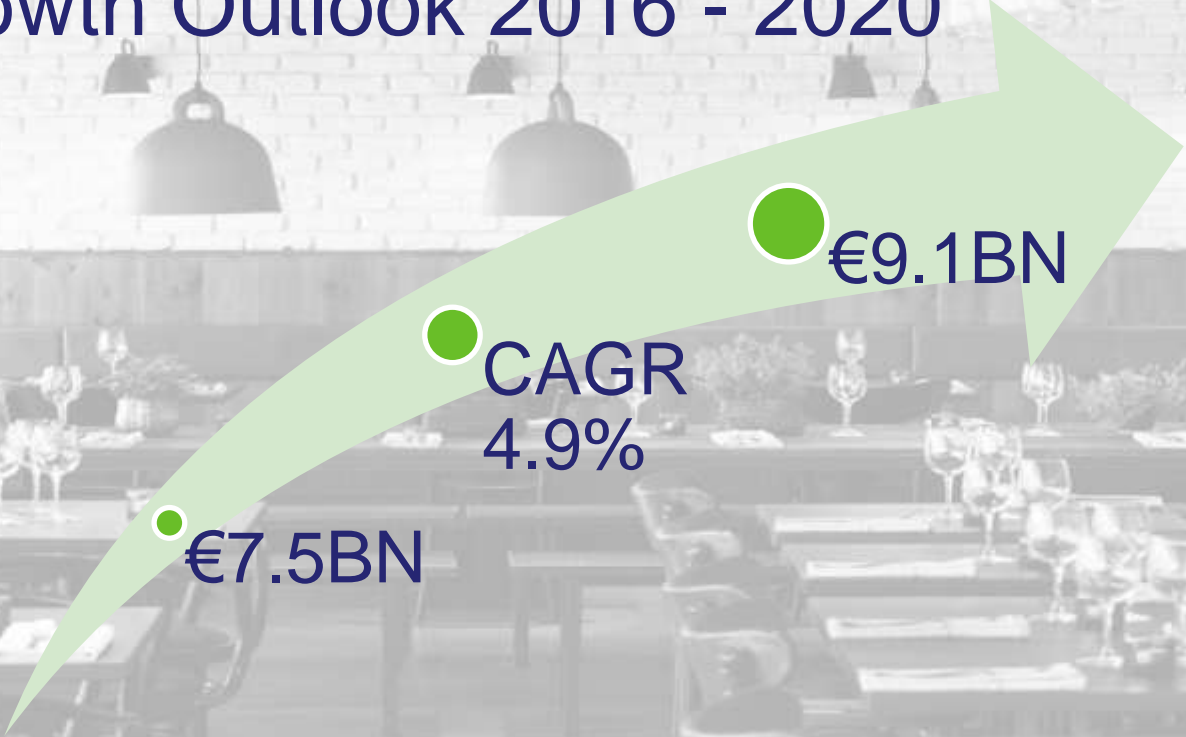
NOVEMBER 2016

Growing the success of Irish food & horticulture

**Bord Bia**  
Irish Food Board

[www.bordbia.ie](http://www.bordbia.ie)

# Foodservice in Ireland Growth Outlook 2016 - 2020





~~UNEMPLOYED~~



**KEEP VAT AT 9%**  
Supporting Food, Tourism & Jobs

# 2016 Irish Foodservice Market





# Limited Service Restaurants

- Traditional Fast Food
- Fast Casual
- Food-on-the-Go



34.8%

\* Artisan  
\* SPAR  
*Gourmet*  
enjoy now



## Food-to-Go Spotlight: Race for Modernity

coffee  
Quality  
Exclusive

A chalkboard-style menu board with white text and illustrations. It features the words 'coffee', 'Quality', and 'Exclusive' in various fonts. There are also drawings of a slice of pizza, a loaf of bread, and a starburst symbol.

# Pubs 2016 - 2020

€1.34BN

CAGR  
2.2%

€1.47BN

17.8%

At L. Mulligan. Grocer, we believe Irish produce is special and worth celebrating. We are particularly keen on whiskey, beer, food and gin and love

We run regular tasting events in the pub which we publicise via twitter, carrier owl and our mailing list. Our sister company [Tasting Ireland](#) can also offer

## Pubs Spotlight : Expanding Food & Drink Menus



are seasonal and change regularly. Each of our main courses are matched with a beer or cider and our desserts are matched with a whiskey.





## Pubs Spotlight : Expanding Food & Drink Menus

grocer. Our grocery section is open each Friday & Saturday from 12.30pm selling **craft beer** to take away in refillable growler flasks, **beer hampers**, retro **sweets**, Arun Bakery Stoneybatter **sourdough & Vlaa baps**, Irish farmhouse **cheeses**, Wall & Keogh **tea by the gram**, 3FE **Coffee** beans, Dublin **Kombucha**, **cupcake mixes** & jars of **bacon jam**.

# Hotels & Accommodation 2016 - 2020

€1.27BN

CAGR  
6.8%

€1.65BN

16.9%

- Food Retail

- Meetings & Business Events

## Hotels & Accommodation Spotlight : Servicing the Business Traveller

**staycity**<sup>TM</sup>  
SERVICED APARTMENTS



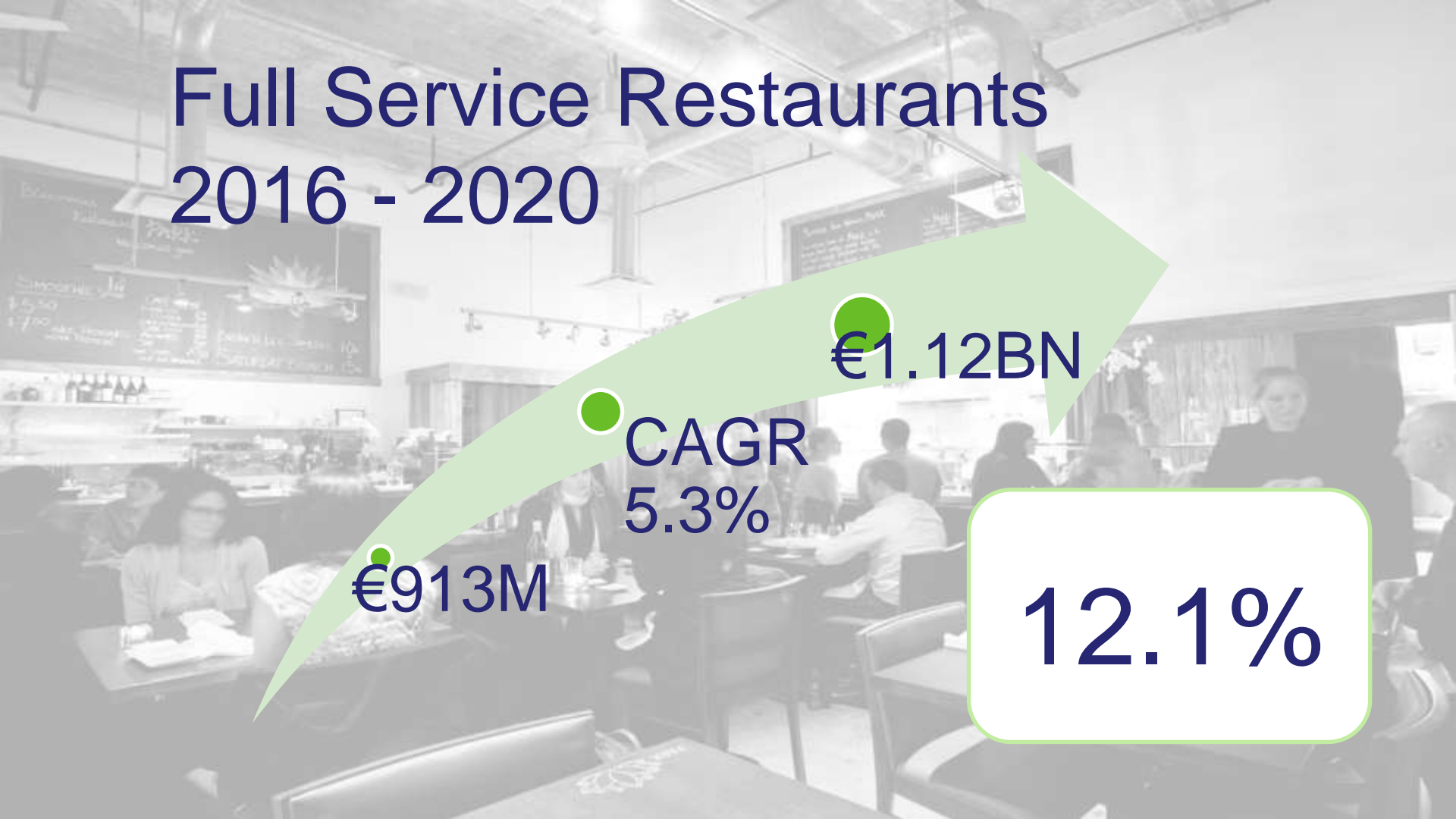
# Full Service Restaurants 2016 - 2020

€913M

CAGR  
5.3%

€1.12BN

12.1%





Northern Year of Food  
Ireland & Drink 2016



# Restaurant Spotlight : Growth through Food Tourism



**TASTE CORK**  
GROW, COOK, EAT, ENJOY  
IRELAND

# Coffee Shops & Cafes 2016 - 2020

€397M

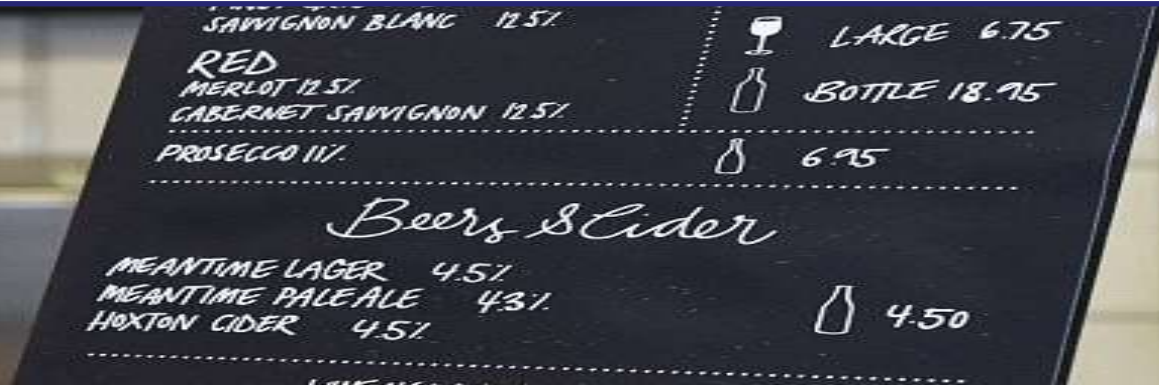
CAGR  
7.5%

€530M

5.3%



## Coffee Shop & Cafes Spotlight : Expanding Dayparts



**ONE**

Invest in  
Growth Areas





# Exercise Prudence in Expansion



# Manage Innovation with the End User in Mind





Andrew Rennie, European CEO  
Domino's Pizza Enterprises Ltd.

“We never make a vision based on  
what we think, but on what our  
consumers tell us.”