

# Irish Foodservice Market Directory

November 2011

Growing the success of Irish food & horticulture

**Bord Bia**  
Irish Food Board





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# IRISH FOODSERVICE SECTOR

## *Introduction*

Now in its third year, Bord Bia's Irish Foodservice Market Directory aims to provide a strong reference tool for producers either seeking to enter the foodservice sector, or for those who are already well established and who want to increase their strategic focus.

## *How to Use the Directory*

The directory has been divided into channels ranging from commercial to institutional (cost) catering, in an effort to help producers understand and target the channels most appropriate for their own business.

The profiles contained in this directory concentrate on the larger chain operators, focusing on channels identified as being of most relevance to producers. Distributors profiled were identified by those operators as part of the research. While it does provide a strong representation of the sector, this directory doesn't provide a complete listing of Irish foodservice operators and distributors.

The first step for any producer considering supplying the foodservice sector is to determine those channels that best suit their product range. It is unlikely that a product range will suit all foodservice channels and therefore producers need to be specific with regard to their target customers.

The foodservice channels are clearly set out within the directory and the profiles contained within each will provide producers with a concise overview of the relevant players. Operators and distributors emphasised that they do not wish to be 'cold called' by producers who have not undertaken research into their foodservice offering and determined where opportunities may lie within their business.

All producers should conduct considerable research (including site visits) before making any approach to operators or distributors. This directory aims to provide the first step in helping producers develop prospect lists for 2012.

### ***Methodology***

James Burke & Associates were appointed by Bord Bia to compile this directory. The number of interviews undertaken per channel was as follows:

<b>Commercial</b>	<b>No. of profiles</b>
○ Quick Service Restaurants	5
○ Full Service Restaurants	6
○ Coffee Shops	10
○ Hotels	8
○ Leisure/Events	7
○ Travel	7
<b>Institutional</b>	
○ Business and Industry	8
○ Health	1
○ Government	3

Telephone interviews were conducted with operators and distributors from the 2010 directory. These interviews were then edited, formatted and signed off by the relevant operator/distributor. Each profile should only be taken as an indicator as it is not possible to profile every detail of the business.

A small number of respondents felt that the 2010 profile was still an accurate reflection of their businesses and in these instances the same profile has been featured.



Any new profiles included in the 2011 directory were based on data obtained via initial telephone interviews, which was subsequently signed off by the relevant industry contact.

While the profiles were signed off as being accurate at the time of going to print, producers should conduct their own research before approaching any distributor or operator as future changes may occur.

New to the 2011 directory is the “*Feedback from Industry*” section. Detailed interviews took place with five CEO’s of major foodservice operators and distributors. Their vision for the next 12 months is set out over the following pages.



## KEY TRENDS AND DRIVERS

### Introduction

Throughout the interview process, respondents provided a clear overview of the challenges facing the foodservice sector and the key drivers shaping its future.

- **Economic Challenges:** Predictably, almost all interviewees outlined the downward pressure on price and how this is affecting their menu planning and ability to maintain operating margins. The uncertainty which accompanies the current economic situation is the largest cause for concern amongst many respondents, with a strong desire to see a return to stability.
- **Move to Casual Dining:** Driven by price in many cases, several operators reported customers ‘trading down’ from restaurant menus to bar menus as an example of an emerging trend. Other respondents reported customers choosing only two as opposed to three courses. Further information on the growth in Casual Dining is outlined in Bord Bia’s 2011 Irish Foodservice Channel Insights report.
- **Cost Control:** As a result of the economic situation and the downward pressure on prices, operators and distributors were keen to emphasise the need for producers to maintain a low cost base and pass value through to the end consumers.
- **Need for Promotions:** Several interviewees emphasised the need for their suppliers to have an active promotional calendar in place in order to stimulate both buyer and consumer activity. In many cases these promotions help operators determine menu specials.
- **Rising Quality:** There were some indicators from interviewees that consumers are becoming fatigued with low price food options and some operators were reporting a move back to quality in place of the price-driven culture that has dominated in recent years. A number of operators have created programmes to highlight provenance and quality guarantees.

- **Credit Access:** This remains a key concern, particularly among distributors that are finding it difficult to maintain cash flow. While several distributors stated that they have extended their credit terms, they were keen to point out that smaller producers with specific payment requirements should discuss these with buyers to establish whether or not temporary arrangements could be put in place.
- **Movement into Retail:** There was a slight increase in the number of distributors confirming that while they had been solely supplying the foodservice sector in the past, they had more recently started to supply the retail sector in an effort to develop additional business.
- **Workplace Slow Down:** Several operators servicing the Business and Industry channel reported changing dynamics. A number of companies have reduced or eliminated subsidies for staff restaurants while others have changed the menu offering to a 'Grab and Go' option. Combined with redundancies in many large organisations, less staff meals are being provided than in 2010. Additional detailed information on the Business and Industry channel is provided in Bord Bia's 2011 Irish Foodservice Channel Insights report.

## FEEDBACK FROM INDUSTRY

### *Introduction*

Detailed interviews took place with the following CEO's of major foodservice operators and distributors.

- Fiacra Nagle, Compass Ireland
- Derek Caswell, Brakes Ireland
- Pat McDonagh, Supermacs
- Pat McCann, Dalata Group
- Tadgh Geary, Pallas Foods

Feedback on their view on the current challenges facing the sector and how they see the market evolving is outlined below.

*Q1. What do you see as the biggest challenges facing producers supplying into the foodservice sector at present?*

### **Price/Value**

- Increasing cost of food.
- Customers (i.e. hotels, cafes, etc.) are trading down and looking for a better value alternative.
- Increasing difficulties in securing credit.
- Downward price pressure.
- Achieving a balance between product quality and price.

### **Innovation**

- Need to invest in innovation.
- Ensures a value added proposition to entice consumers.
- Helps grow the business, and by association, grow the supplier's business.

***Q2. What are the top 3 predicted consumer trends you see facing the foodservice sector for the next 12 months?***

**Local Foods/Artisan**

- Increased interest in Irish, local and regional ingredients.
- Value and high quality simple authentic ingredients.
- Back to basics meals and food ingredients.

**Health**

- Affordable healthy product offerings.
- Healthy eating will be a definite trend.
- Putting healthy options on the menu in response to consumer demand.

**Price**

- Strong uptake of bundled deals.
- Providing value in a positive experience.
- Trading down to lower prices.
- Increase in discount mid-range eating.
- Increased instances of the value conscious ‘Tinfoil and Tupperware’ in work place restaurants.

***Q3. What advice can you give producers on how best to succeed within the sector?***

- Getting listed with a foodservice distributor is just the first step – building brand awareness, PR, trade shows, sampling, training, promotions, social media and point of sale materials will be required to develop sales into the foodservice sector.
- Service needs to be efficient and effective. All paperwork should be provided as requested, orders need to be fulfilled as specified every time and the product needs to be consistent in quality.

- External QA certification is essential – HACCP as a minimum for smaller artisan suppliers, BRC or ISO as a requirement for larger companies.
- Labelling and product specifications must comply with all FSAI and EU legislation, barcodes are required for many retail foodservice operators.
- Think of how your product proposition can add value to your targeted customer's business.
- Ensure your business proposition can add value all along the supply chain or you will not get support.
- Don't forget the consumer! What's in it for them?
- Use a distribution channel rather than attempting to undertake distribution yourself.
- Ensure that innovation is taking place at all levels.
- Cut costs and embrace lean manufacturing including increased automation.
- Become more creative and innovative.

***Q4. Are there specific product categories you can highlight where you see opportunity for product development or import substitution?***

- Quality Irish sous-vide ready meals – at present these are imported as there is not a suitable Irish alternative.
- Quality competitively priced gluten free products.
- Ambient liquid soups.
- Crackers for cheese (not oatcakes).
- Preserves for cheese e.g. quince, fig.
- Petit fours, doughnuts.
- Canapés and finger food.
- Consistent supply of organic fresh vegetables and fruit.

- Quality competitively priced organic and health foods including organic dairy, non dairy yoghurt, vegi-meats, organic frozen fruit and vegetables, organic salads and breads.
- Quality meal solutions which can be delivered by an unskilled operator without the requirements of a full catering standard kitchen.
- Fresh vegetable promotions and development of seasonal produce.
- Continued development and availability of lesser value cuts of meat.
- Production of an Irish frozen chip offering.
- Grab & Go products.
- Healthy options/functional foods.

***Q5. How do you see the overall foodservice sector performing for the next 12 months?***

- Commodity prices will continue to rise, combined with increased production costs and ongoing resistance by consumers to price increases. This will result in further pressure on margins within the sector.
- Sales growth in certain channels will remain static.
- There will be some further rationalisation and underperforming/weaker operators will disappear.
- Major events during 2012 will help the hotel sector improve its performance.
- As workplace numbers fall and employers offer fewer subsidies, workplace and contract catering will decline.
- Quick service restaurants will perform well by offering low cost eating occasions.



## TOP TEN TIPS FOR 2012

1. Price will continue to be an important factor and all producers must ensure they are embracing **lean manufacturing** principles.
2. In a crowded marketplace, **innovation** will continue to attract attention and investment in a structured innovation process will be mandatory for producers wishing to grow their business.
3. Tight management of **cash control** and credit will be essential for survival.
4. Developing a **partnership model** with key customers will help producers add to their sales growth by delivering a deeper understanding of the challenges facing foodservice operators. Work hand in hand with distributors to get closer to the end customer.
5. As with previous years, producers need to implement a **foodservice strategy** for their business.
6. For producers who are serious about promoting their business within the foodservice sector, developing a strong menu of **marketing material** targeted directly at the foodservice sector is essential.
7. Having a **structured approach** to dealing with the foodservice sector and creating prioritised prospect lists to help focus on the market channels most appropriate to the producers business will help grow sales.
8. Producers wishing to stay in touch with the needs of the industry must get involved in industry **trade organisations** and relevant events.
9. Understanding international **foodservice trends** will help producers stay ahead of competitors by anticipating the trends of tomorrow.
10. Developing and promoting a strong **foodservice brand** will also be an essential component to underpin growth for 2012.



## OPPORTUNITIES FOR IRISH PRODUCERS

### **Introduction**

As part of the 2011 interviews we asked each of the operators and distributors where they felt there were opportunities for Irish suppliers.

While some of the products mentioned are already produced in Ireland, they are included because they were not currently being sourced by the operator/distributor in question.

<b>Source</b>	<b>Opportunity</b>
Allied Foods	Irish dairy products, frozen vegetable products, deli cooked meats
AMARARK Ireland	Irish juices and yoghurts
Atlantis Seafood Wexford Ltd.	Local fish suppliers
Bagel Bar (The)	Healthy muffins
Baxter Storey	Artisan breads, milk, organic products
BB's Coffee and Muffins	Healthy eating options, ready to cook or bake products, croissants, pastries and grade AA frozen fruit
Boyne Valley Group	Fresh pizza
Brakes	Ready meals, Irish dairy products
Butlers Chocolate Café	Cold breakfast options, individual savoury tarts, tartines, salads, tray bakes, scones, continental sweet bakery type products, pastries
BWG	Irish poultry, Irish dairy products, sandwich fillers, frozen products, sauces, ready meals
Capitol Foods Ltd	Milk, wine, snack food to accompany hot and cold beverages.
Carlton Group	Prepared to cook products
Carroll Foodservices	Ingredients for fresh soups, ingredients for fresh ready meals
Catering Suppliers	Frozen vegetable products

Clona West Cork Foods	Ingredients for breads and baguettes, gluten free products, charcuterie
Corporate Catering Services Limited	Low salt, fat and sugar products
Corrib Foods	Irish cheeses
Crossgar	Irish poultry, frozen vegetable products, artisan bread, artisan cheese, deli cooked meats
Dairyland Cuisine	Irish breakfast meats
Dalata	Bacon, gluten free products, Irish chicken, bar snack foods, Irish artisan foods
Derry-naflan	Quality convenience foods for the food-to-go market
Dublin Food Sales	Irish Jams and preserves, Irish sauces
Dunne & Crescenzi	Irish vegetables, Irish cheeses, Irish seafood, fresh fruit & vegetables, Irish eggs.
Entertainment Enterprise Group	Chicken fingers and nuggets, pasteurised egg white and egg yolk in liquid form, sauces, bespoke sauces, desserts
Esquires Coffee Houses	Gluten free products
Feast	Artisan coffees, meats and wines, desserts
Fitzers Catering Ltd.	Organic products, mustard (5 litre sized dispensers)
Fitzers Restaurant	Cured ham, Irish cheese
Four Star Pizza	Pizza ingredients, desserts
Gate Gourmet	Healthy and low calorie meals
Glanbia	Irish breakfast meats, Irish jams and preserves, Irish sauces (portion controlled), ready meals, olive oils, regional cheeses, chilled juices, Irish eggs
Gleneely Foods	Organic speciality cheeses, Irish charcuterie
Hannan Meats	Terrines and pates, beef and lamb, air dried meats, Irish charcuterie
Insomnia	Gluten free products, snack food to accompany hot and cold beverages, baked products
Irish Prison Service	Irish meat, bakery, fruit & veg., oil, dried goods, Irish dairy products
Itsa	Good quality raw ingredients for new salad and hot food menu items
J. A. Lumley & Sons	Bouillons and gravies

Kay's FoodHall	Ingredients for wok cooked foods
Mint Catering Munster	Fish, Irish vegetables, healthy snacks and beverages, Irish water, Irish meat, Irish poultry
Munchies Dining Ltd.	Ready meals, deli cooked meats, organic soya milk, organic meat
Musgrave Foodservice	Irish meat, frozen potato products, frozen vegetable products, mayonnaise, tapas style foods, Asian products, frozen restaurant quality ready meals, sauces
Odaios Foods	Smoked salmon, Irish charcuterie, Irish cheeses
Pallas Foods	Gluten free products, quality sous-vide ready meals, terrines and pates, organic dairy foods, non-dairy yoghurt, vegetarian meats, organic salads, ambient liquid soup, canapés and finger foods, frozen petit fours, all types of doughnuts and doughnut balls, preserves for cheese e.g. quince, fig, frozen organic fruit & vegetables, consistent supply of fresh organic fruit & vegetables, competitively priced crackers for cheese
Rail Gourmet	Irish produced chicken
Rezidor Hotel Group	Irish meat, local fish suppliers, Irish dairy products
Sheridan's Cheesemongers	Biscuits (both sweet and savoury), good quality non-alcoholic beverages and soft drinks, handmade potato crisps, bar snack foods, Irish charcuteries
Streat Cafes (The)	Gluten free savoury products, hot hand held snacks
Subway	New meat products, sauces
Sunshine Juice	Frozen vegetable products, frozen pizza, chilled, frozen and ethnic ready meals
Supermac's	Ice creams and ice cream desserts, salad menu items
The Right Catering Company,	Organic meats and vegetables, desserts
Wagamama	Noodles and cooked noodle products, desserts, organic meat and vegetables
With Taste	Flour, sugar



## FOODSERVICE OPERATORS





# FOODSERVICE MAP

Commercial Sector		Institutional (Cost) Sector						
Quick Service Restaurants	Full Service Restaurants	Coffee Shops	Hotels	Leisure/Events	Travel	Business & Industry	Health	Government
AbraKadabra Group (AbraKadabra)	Avoca Handweavers	Bagel Bar (The)	Carlton Hotels	Catering 365	Aer Lingus	ARAMARK Ireland	HSE	Defence Forces
(O'Briens Sandwich Bars)	Brambles	BB's Coffee & Muffins	Clarion Hotel Group	Dobbins Outdoor	EFG Catering	Baxter Storey		Irish Prison Service
(Chick King)	Dunne & Crescenzi	Butlers Chocolate Cafe	Dalata Mgmt Services	Feast	Gate Gourmet	Carroll		Purchasing Solutions Ltd.
(The Bagel Factory)	Entertainment	Esquire Coffee Houses	Doyle Collection	Fitzers Catering	HMSHost	Foodservices Ltd.		
(GBK)	Enterprise Group	Insomnia	Limerick Strand Hotel	Masterchefs Hospitality	Ireland Ltd.	Compass Group		
(Yo Sushi)	(Dante Restaurants)	Munchies Dining Ltd.	Moran & Bewley's Hotels	Mint Catering Company		Corporate		
Eddie Rocket's	(TGI Fridays)	Streats Cafe (The)	PREM Group	The Right Catering Company		Catering Services Ltd.		
Four Star Pizza	(Leisureplex)	Zumo International	Rezidor Group	With Taste		Kylemore Services Groups		
McDonald's	(Hard Rock Cafe)					Premier Dining		
Subway	(Mao Restaurants)					Sodexo		
Supermacs	Fitzers Restaurant							
	Itsa							
	Kay's FoodHall							
	Wagamama/Captain America's							



## **COMMERCIAL CHANNELS**



## QUICK SERVICE RESTAURANTS (QSR)

## **Abrakebabra / The Bagel Factory / GBK/ O'Briens Sandwich Bars / Yo Sushi / Chick King**

11 Rathgar Road, Rathmines, Dublin 6

Website: [www.abrakebabra.com](http://www.abrakebabra.com) Phone: 01 496 7162 Email: [info@abrakebabra.net](mailto:info@abrakebabra.net)

### **Company Profile**

AIL Group is an Irish based company which franchises out approximately 160 food outlets in Ireland. Both Abrakebabra and Chick King are franchises developed and owned by Abrakebabra Holdings. The master franchises in Ireland for The Bagel Factory, Gourmet Burger Kitchen (GBK) and Yo Sushi are also held by AIL Group. In 2009 Abrakebabra Investments acquired the O'Briens Sandwich Cafe business.

Abrakebabra Investments is owned in partnership by Graeme Beere and Denis Desmond.

The Abrakebabra franchise has been in existence for 30 years. Its 51 franchise outlets generate sales in excess of €30 million per annum. All outlets are in Ireland. The offering is built around the kebab. Website [www.abrakebabra.com](http://www.abrakebabra.com)

The Bagel Factory is a UK franchise and was founded in 1996. There are 20 outlets on the island of Ireland. In 2010 the Bagel Factory Offer was introduced into O'Briens Sandwich Cafes as an ancillary offering as the two brands compliment each other. The offering is built around the bagel and the health conscious consumer constitutes the target market. Website [www.bagelfactory.ie](http://www.bagelfactory.ie)

The Gourmet Burger Kitchen is a UK franchise founded in 2001. There are currently seven restaurants in Ireland. The offering is built around premium burgers. Website [www.gbkinfo.com](http://www.gbkinfo.com).

Chick King is a recently launched Irish based quick serve food franchise that specialises in 'American Southern fried chicken'. There are currently five restaurants and it is the aim of Abrakebabra Investments to increase this number to 30 restaurants across Ireland. Website [www.chickking.ie](http://www.chickking.ie)

Yo Sushi is a UK based franchise specialising in Japanese cuisine. It is famous for a conveyor belt system that transports sushi dishes through its restaurants. There are two outlets in Dublin: Dundrum Town Centre and Clarendon St, Dublin 2. Website [www.yosushi.com](http://www.yosushi.com)

O'Briens strategic focus is on sandwiches and coffee/tea. Menus in store are driven by value which is defined by good quality at a good price. Part of the menu also focuses on 'big eat' items which are more substantial sandwiches to satisfy the customer who needs a large meal.

	<p>As well as selling through their shops, O'Briens have recently increased their focus on corporate catering. The catering business offers a wider range of products than the traditional store.</p> <p>In 2010 celebrity chef Rachel Allen came on board as creative food consultant for the brand. Her range of signature sandwich and soups are on sale in O'Briens Sandwich Cafes throughout Ireland. Website <a href="http://www.obriens.ie">www.obriens.ie</a></p>
<b>Relevant purchasing contact</b>	<p>Managing Director: David Zebedee Email: <a href="mailto:dzebedee@abrakebabra.net">dzebedee@abrakebabra.net</a> or <a href="mailto:dzebedee@ailgroup.ie">dzebedee@ailgroup.ie</a> Phone: 01 496 7162</p>
<b>Product mix</b>	<p>The Abrakebabra quick service food offering consists of lamb and chicken kebabs, baguettes, burgers, steak sandwiches, chips, wedges, and a selection of hot and cold beverages.</p> <p>The Bagel Factory offering is built around the bagel. There are breakfast bagels, classic bagels, and bagels with warmed fillings. In addition, there is a range of salads, hot and cold drinks, sweet and savoury snacks and fresh fruit. All the bagels are assembled to order.</p> <p>The Gourmet Burger Kitchen is a sit down diner with a menu that includes over 20 burger variants including beef, lamb, chicken, exotic meats and vegetarian options, in addition to salads, chunky potato fries, and a selection of hot and cold drinks, both alcoholic and non alcoholic. All food is cooked to order.</p> <p>Chick King is a diner with an 'American Southern fried chicken' offering. All the chicken is Irish and is breaded in each outlet. The menu includes Southern fried chicken portions, chicken fillet sandwiches and chicken wraps. Side dishes include potato fries, potato mash, beans, coleslaw, gravy and dips. A selection of milkshakes, cold drinks, tea and coffee is available.</p> <p>The Yo Sushi menu is based on sushi with all dishes served on saucer sized plates that travel down a conveyor belt to customers. The menu ranges from raw fish sushi to more broad appeal simpler dishes and includes sushi platters, rolls, nigri, sashimi, maki, hot dishes and salads. A selection of hot and cold drinks, both alcoholic and non alcoholic is available.</p> <p>The food offer in O'Briens is largely targeted at the 'food on-the-go' consumer with a requirement that products are able to be prepared to order quickly for consumers as they wait. The sandwich range offers hot and cold options.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>AIL group will continue to open new outlets and sees many opportunities for Irish suppliers. The company is proud of its Irish ownership, its commitment to Irish ingredients and the contribution that it makes to the Irish economy.</p> <p>Across all its food businesses, the company welcomes proposals from</p>

	<p>suppliers that will enhance its existing offerings. The company is constantly looking for innovations in its menus and presentations from Irish producers are a regular occurrence.</p> <p>In particular, there are opportunities with the Bagel Factory for new bagel fillings e.g. meats and cheeses. The dessert offering can be widened and there are opportunities for the producers of pastries.</p> <p>In Abrakebabra there is an opportunity for additional quality offerings at competitive pricing.</p> <p>The Bagel Factory is open to proposals from Irish manufacturers of bagels.</p> <p>O'Briens is open to proposals from Irish manufacturers of cheeses, meats and deli produce.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>The key elements of the company's purchasing policy are product quality, supplier's service record, supplier's reputation, logistical capabilities, and competitive pricing.</p> <p>The company visits the sites of its suppliers for a factory walk to get a greater understanding of the supplier's business and suppliers are asked to complete a questionnaire before supply commences.</p> <p>For the majority of their food purchases, franchise operators may only purchase from an approved supplier list. The approved supplier list is decided upon by the Managing Director, David Zebedee who will agree terms with suppliers when compiling the approved supplier list.</p> <p>Some locally available items such as fruit and vegetables are not included in the supplier list. However, the franchise holder would often recommend a supplier to franchisees.</p> <p>New products are reviewed by a team of people which often includes the directors, the food hygiene and safety director, the franchise manager, and some of the franchisees.</p> <p>Orders are placed by each individual franchisee, mostly by phone. Frequency of supply is usually twice per week, but it is product dependant.</p>
<p><b>Distribution providers</b></p>	<p>The majority of suppliers provide their own distribution. Allied Foods deliver most of the frozen and chill requirements.</p>
<p><b>Advice to new suppliers</b></p>	<p>The food outlets of each franchise should be visited to get an understanding of what innovation and benefits a supplier can bring to the operator.</p> <p>Contact should then be made with the Managing Director David Zebedee or Director Sinead Reid by email <a href="mailto:dzebedee@ailgroup.ie">dzebedee@ailgroup.ie</a> or <a href="mailto:sinead@ailgroup.ie">sinead@ailgroup.ie</a> or by phone 01 4967162.</p>



	<p>Samples to be submitted, if requested, following initial contact.</p> <p>The company welcomes innovation and is always seeking initiatives to improve its menus and offerings.</p>
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## Eddie Rocket's

Address: 7 South Anne Street, Dublin 2

Website: [www.eddierockets.ie](http://www.eddierockets.ie)

Phone: 01 679 7340

Email: [info@eddierockets.ie](mailto:info@eddierockets.ie)

<b>Company Profile</b>	<p>Eddie Rocket's was established in 1989. There are 40 outlets in total, 38 on the island of Ireland, one in Swansea and one in Ondara, Spain. Two of the outlets are company owned and the remaining 38 are franchised.</p> <p>The majority of the Eddie Rocket's outlets are diners, however the company has also opened four shake shops (a concept where customers choose their own flavours and toppings for milkshakes) in Dundrum Shopping Centre Dublin, Charlestown Shopping Centre Finglas, Nassau Street Dublin 2 and Stillorgan Shopping Centre, Co Dublin.</p> <p>The company recently opened a second storey Eddie Rockets restaurant in Naas Co. Kildare, which is a departure from the normal ground floor format.</p> <p>The main activity of Eddie Rocket's is to provide 1950s style diner food to the 16–24 year old youth market and families.</p>
<b>Relevant purchasing contacts</b>	<p>Operations Director: Ken Brown          Phone: 01 679 7340          Email: <a href="mailto:ken@eddierockets.ie">ken@eddierockets.ie</a></p>
<b>Product mix</b>	<p>The food offering is all fresh – never frozen (except for ice-cream). The company offers breakfast, lunch, dinner and snack fast/casual options throughout the day and evening.</p> <p>All meat is delivered daily and the origin is displayed on the menus.</p> <p>All food is cooked from scratch in an open kitchen and serving is via table service.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas for growth for Eddie Rocket's are the expansion of the company in the international markets and new concepts along the lines of the shake shop. Eddie Rocket's is also expanding its mobile catering service and sub-brands. The company recently launched its own brand of spicy flavour corn and potato snacks "Eddie Rocket's American Fries."</p> <p>The company suggests that potential suppliers check the Eddie Rocket's website <a href="http://www.eddierockets.ie">www.eddierockets.ie</a> for samples of the current menus for both the diners and shake shops, as well as the company's mobile catering service. From this, the company encourages suppliers to come up with innovative new ideas for the menus or new sub-brands. The company is constantly looking to innovate and is open to any new ideas from Irish suppliers.</p> <p>Eddie Rocket's recently introduced an updated 2011 menu which includes Cake Pops, Mini Desserts, Quesadillas, Philly Cheese Steak</p>

	<p>and some lower calorie options.</p> <p>Eddie Rocket's has a strong preference to source Irish product across the board.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The company's purchasing policy is in the following order: quality, price and sufficient volume.</p> <p>There are regular visits and audits between the Head Office and suppliers. Any audits are not charged for.</p> <p>All fresh foods are delivered daily to each outlet. All frozen goods such as ice-cream are delivered three times per week.</p> <p>The Operations Director and New Business Development Department influence purchasing decisions.</p> <p>The Operations Director agrees the terms, and the diners, shake shops and mobile catering services place the orders.</p>
<b>Distribution providers</b>	<p>Allied Foods is the main distributor for the majority of Eddie Rocket's food supplies.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should send an introductory email to the Operations Director via the e-mail address <a href="mailto:info@eddirockets.ie">info@eddirockets.ie</a>.</p> <p>Eddie Rocket's has a large volume requirement for any supplies to the company.</p>
<b>Other information</b>	<p>There is room for brands in the company and all branded products have their logos put alongside the menu item both on the menus and on the website.</p>

## Four Star Pizza

Address: 66 Fitzwilliam Square North, Dublin 2

Website: [www.fourstarpizza.ie](http://www.fourstarpizza.ie) Phone: 01 703 7300 Email: [info@fourstarpizza.ie](mailto:info@fourstarpizza.ie)

<b>Company Profile</b>	<p>Four Star Pizza is a wholly owned Irish company, which operates both company owned and franchise stores throughout the Republic and Northern Ireland.</p> <p>There are currently 35 outlets in Ireland, 29 in ROI and 6 in NI.</p> <p>The main activity of the group is take away and home delivery pizzas.</p> <p>The home delivery side of the business is currently an estimated 70%-80% of sales.</p> <p>The majority of customers are in the 16-35 year old age bracket, covering all demographics.</p> <p>The company is embarking on an expansion plan that will see it open new stores in both NI and ROI. The company is also looking to diversify into additional menu areas such as a pasta range and lunchtime trade.</p> <p>The company is currently working to launch an additional dessert range to the menu.</p>
<b>Relevant contacts</b>	<p>Purchasing Manager: Philip Young          Email: <a href="mailto:philip@fourstarpizza.ie">philip@fourstarpizza.ie</a>          Phone: 087 689 1681</p>
<b>Product mix</b>	<p>The food offering is mainly pizzas, with side dishes, ice cream and drinks.</p> <p>The eating occasions that are catered for are lunch, dinner and snacks.</p> <p>The meat used for the pizzas and side dishes is bought in 'prepared to cook'.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas of growth for the company are the introduction of different pizza combinations and side orders. Four Star Pizza is open to contact from new producers that could supply side orders to accompany pizza.</p> <p>The company is working with current suppliers to expand the range of different pizza ingredients. Again they are open to contact from producers in the pizza ingredient area.</p> <p>Any new product offerings for the sides menu must be pre-prepared to cook or re-heat in a conveyor belt styled pizza oven. This is the only method the restaurants have for cooking or re-heating (micro waves or conventional ovens are not available).</p>

	<p>The company prefers to source all products from Irish suppliers, but is open to other sources.</p> <p>There is room for brands in the operation if they fit in with their own brand and menu. Haagen Dazs currently supply ice cream, but the company is currently expanding other dessert options. The drinks are all Coca-Cola brands.</p> <p>There is growth in the 'heat and serve' market for pizza toppings.</p> <p>Most of the meats are bought in frozen, although 30% are fresh.</p> <p>Four Star Pizza welcomes and receives calls from new suppliers on an on-going basis for additional menu items.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The principal driving force of the company's purchasing policy is currently price, but they will not sacrifice quality for lower prices. Keener prices are available now amongst suppliers.</p> <p>HACCP is a minimum requirement for all suppliers.</p> <p>Purchasing is centralised through the Purchasing Manager.</p> <p>The Purchasing Manager agrees the terms with suppliers and the stores order from Allied Foods and a local vegetable distributor. Allied Foods is informed of the terms agreed with each supplier.</p> <p>Four Star Pizza will bear the cost of food safety audits where required.</p>
<b>Distribution providers</b>	<p>Allied Foods is Four Star Pizza's main distributor, except for vegetables which are sourced locally from a vegetable wholesaler.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should contact the Purchasing Manager in the first instance and arrange for delivery of samples. Samples will be tested in stores by the chefs and, if of interest, the Purchasing Manager will agree terms with the supplier, who will then be put in touch with Allied Foods.</p> <p>Any new supplier must factor in Allied Food's distribution cost when calculating the pricing.</p> <p>Please note that all menu items must be reheatable in a conveyer belt pizza oven.</p> <p>Before any approach is made to Four Star Pizza, research the menu thoroughly and the market for pizza takeaway and delivery products to ensure suitability.</p>
<b>Additional Information</b>	<p>Credit terms are 30 days.</p> <p>The company has both chilled and frozen storage facilities.</p>

## McDonald's

Address: McDonald's Restaurants of Ireland, 7 Richview Office Park, Clonskeagh, Dublin 14  
 Website: [www.mcdonalds.ie](http://www.mcdonalds.ie) Phone: 01 208 0020 Email: [info@ie.mcd.com](mailto:info@ie.mcd.com)

<b>Company Profile</b>	<p>McDonald's opened its first restaurant in Ireland in 1977 and now has 81 restaurants around the country, serving over 150,000 customers every day.</p> <p>The company continues to expand the number of outlets it has and is continuously investing in both store openings and a refurbishment programme.</p>
<b>Relevant purchasing contacts</b>	<p>Head of Supply Chain: Clare Sheridan                  Email: <a href="mailto:clare.sheridan@ie.mcd.com">clare.sheridan@ie.mcd.com</a>                  Phone: 01 208 0020 (email is the preferred method of contact).</p>
<b>Product mix</b>	<p>McDonald's is well known to most consumers and concentrates on categories such as burgers, chicken nuggets, salads, breakfasts, beverages, desserts and fries with an expanded offer in the restaurants where a McCafé is present.</p> <p>In 2010 a range of wraps was launched.</p> <p>The McCafé range consists of cakes, pastries, beverages and hot and cold sandwiches.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Some of the categories within McDonald's are controlled by the Irish buying office, while other core items are controlled from a centralised European purchasing system. Examples of core items would be all the ingredients for the Big Mac, beverages, chicken nuggets, etc. The items within direct control of the Irish office are dairy, confectionery, baked goods, some produce and some beverages.</p> <p>McDonald's also exports beef from Irish farms to mainland Europe, with one in five burgers sold via McDonald's Europe made from beef of Irish origin (valued at circa €110 million per annum).</p> <p>The Irish office of McDonald's is very open to being approached by Irish producers who have new ideas. However, producers should only make this approach if their idea is well thought out and if they have conducted extensive research on the McDonald's business in Ireland. Producers are also expected to have thought through the overall concept, as opposed to just arriving with an ingredient and not understanding its potential use or fit.</p> <p>The Irish office reviews certain categories on a rotating basis over time.</p> <p>It is possible for an individual McDonald's operation in a particular country to launch a product for that country. It will be introduced as a promotional offer and will have its sales monitored to determine if it remains as part of the menu on an on-going basis.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>McDonald's has extremely high standards, which surpass those required by many other companies. These include codes of conduct, QA requirements, social responsibility commitments and an array of other requirements. This means that only producers who have a very high standard of professionalism in their own business should approach McDonald's.</p> <p>It is a requirement for suppliers to have current BRC accreditation.</p> <p>McDonald's has a long history in Ireland of working in partnership with key suppliers who have been in place for many years and it is not usual for them to change these suppliers. Their preferred option is to work with the same producers over the long term. They prefer producers to have food safety standards such as ISO22000 or ISO 9000. The McDonald's team will audit a company themselves; however, the preference is for new suppliers to have a minimum of a third-party accreditation before approaching the company.</p> <p>All audits carried out by local McDonald's staff do not result in any charges. All audits carried out by third party companies at McDonald's' request are paid for by the supplier.</p> <p>New producers will also be required to sign a business relationship letter, which sets out the rules of engagement.</p> <p>There are additional criteria, which specify guidelines for non-GM, animal welfare, etc.</p> <p>Case sizes and logistics requirements, etc. are worked out on a product by product basis.</p>
<p><b>Distribution providers</b></p>	<p>All distribution is provided by a company called Martin Brower, a dedicated distributor for the McDonald's business. The company operates multi-temperature vehicles from a Dublin-based distribution centre and delivers to each McDonald's restaurant two or three times per week. Producers are required to deliver to the distribution centre on frequencies ranging from daily to weekly, depending on the product type.</p>
<p><b>Advice to new suppliers</b></p>	<p>McDonald's points out that many producers approach them having done little or no research and therefore eliminate their own chance of succeeding. The company's advice to producers is to conduct significant research of the McDonald's business in advance by visiting stores, conducting internet research and devising a methodical and structured approach to their initial meeting. This is of utmost importance.</p> <p>It is key for suppliers to be well prepared and to know exactly how, where and why their product fits in with the McDonalds brand.</p> <p>Follow-up is also extremely important when issued with an initial brief from a buyer.</p>

<p><b>Other Information</b></p>	<p>Credit terms are those set out in statute.</p> <p>Turnover for 2010 is available from the Companies Registration Office.</p> <p>There is great room for brands in the operation. Current brands used include Cadbury's, Nestle, Coca-Cola and Tropicana. The Britvic brand has been introduced in the past year. Brands are working very strongly with them on a global basis.</p> <p>There is still growth in 'heat and serve' as customers still want convenience. Good tasting food and value for money are still important, however as customers are more cautious about discretionary expenses.</p> <p>Both chilled and frozen storage facilities are available.</p> <p>Many manufacturers don't research their potential new customers adequately and think "one size fits all" will work. They need to bespoke their pitches and tailor them to the individual operator. They also need to look more to trends both in Ireland and Europe so that they can easily export products.</p> <p>Websites are sometimes used for research on new products, but not that often.</p> <p>The Company has LTAs with suppliers.</p>
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## Subway

Address: Rapid House, 40 Oxford Road, High Wycombe, Bucks HP11 2EE, England  
 Website: [www.europeanipc.com](http://www.europeanipc.com) Phone: +44 (0) 1494 511 620 Email [info@eipc.eu](mailto:info@eipc.eu)

<b>Company Profile</b>	<p>The purchasing and supply chain for Subway franchisees in Europe is managed on behalf of Subway by the European Independent Purchasing Company Ltd. (EIPC).</p> <p>EIPC manages food, paper and packaging contracts, negotiating price, supply and distribution terms on behalf of Subway franchisees.</p> <p>EIPC acts as a cooperative for European Subway franchisees, purchasing on their behalf.</p> <p>There over 3,000 Subway restaurants in 30 countries across Europe. The UK is its biggest market with 1,400 restaurants. Subway has 108 franchises in the ROI and a similar number in NI.</p> <p>All Subway stores are franchised, with some franchisees owning several stores.</p> <p>The main activity of Subway is an all day restaurant and takeaway service for breakfast, lunch, dinner, late evening and all day snacks.</p> <p>The core customer profile is in the 18–35 years age bracket.</p>
<b>Relevant purchasing contacts</b>	<p>The purchasing team for Europe is based in the UK. There is an extranet which has been specifically set up for all potential new suppliers, and includes all of the relevant contact details for the purchasing team at EIPC as well as guidelines for supplying Subway for pan European supply to all countries:</p> <p><a href="http://www.europeanipc.com/GB/aboutus_supplieropps.aspx">http://www.europeanipc.com/GB/aboutus_supplieropps.aspx</a></p>
<b>Product mix</b>	<p>The core food offering for Subway is submarine roll sandwiches, wraps, fillings, snacks, salads, nachos, pizza bread and drinks. Submarine sandwiches and rolls are filled according to customer requests.</p> <p>Most of the ingredients for Subway menus are bought in pre-prepared. For example, meat products are all pre-cooked, sliced and frozen. Vegetables and cheese are also pre-prepared.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>One key area for growth for the Subway menu is the different ‘Day Parts’ offering. This is an overall on different sales opportunities throughout the day (Breakfast/Brunch/Lunch/Dinner/Supper).</p> <p>Subway is always open to new ideas for menu options e.g. new sauces, new meat products, as well as constantly striving to increase the quality of its product offering e.g. upgrading the quality of the meat used in fillings. Any potential new suppliers should contact the EIPC purchasing team through the extranet website above.</p> <p>There is room for brands in the operation, predominantly in the</p>

	<p>snacks and beverages categories. There are also opportunities for growth in chilled and frozen foods. Subway has both chilled and frozen storage facilities.</p> <p>Subway is already a strong supporter of Irish suppliers. Dawn Farm Foods supply meat products for the UK, Ireland and much of Europe. Breads are sourced from Evron in Portadown, and cheese is sourced from DPP in Northern Ireland.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>The purchasing policy of EIPC for Subway in Europe is a balance between quality, price, logistics and the economics of the product offering. The purchasing policy was recently reviewed.</p> <p>BRC is mandatory for all suppliers to Subway. Subway also carries out its own risk based audits. Suppliers pay for audits.</p> <p>All purchasing is centralised through the EIPC European purchasing team, and there are tenders for all products, but the regularity of these vary by product category.</p> <p>The EIPC European purchasing team sets the terms for all suppliers and influences the purchasing decisions.</p> <p>The restaurants order for themselves through each country's appointed distributor. In the UK this is 3663, and in Ireland it is Musgrave's nationwide, through their Dublin depot. Orders are placed via telesales, the internet and phone.</p> <p>Musgrave's delivers to Subway stores daily.</p> <p>The preferred case size and shelf life expectations and requirements vary according to product category and are determined by Subway specifications.</p>
<p><b>Distribution providers</b></p>	<p>Musgrave's is Subway's sole distributor nationwide, through their Dublin depot.</p>
<p><b>Advice to new suppliers</b></p>	<p>New suppliers should contact the EIPC purchasing team for Europe via the extranet website address:  <a href="http://www.europeanipc.com/GB/aboutus_supplieropps.aspx">http://www.europeanipc.com/GB/aboutus_supplieropps.aspx</a></p> <p>Suppliers should use the extranet to research the database and introduce themselves and their products to the purchasing team.</p> <p>All suppliers' products for the Irish market will be distributed to Subway restaurants via Musgrave's. Be aware that scale of production is extremely important for most products supplied to Subway.</p> <p>There are very few niche suppliers to Subway and only in instances where the restaurants specifically request to source locally produced products.</p>

	All potential new suppliers must in the first instance make contact with the EIPC European purchasing team via the extranet above.
<b>Other information</b>	Credit terms for the ROI are Musgrave's Foodservice's normal credit terms.

## Supermac's

Address: Supermac's Head Office, Ballybrit Business Park, Ballybrit, Co. Galway

Website: [www.supermacs.ie](http://www.supermacs.ie)

Phone: 091 774 100

Email: [plynch@supermacs.ie](mailto:plynch@supermacs.ie)

<b>Company Profile</b>	<p>Supermac's is a privately owned Irish quick service restaurant chain which is in operation since 1978. It operates over 100 branches in Ireland, North and South.</p> <p>Shop types vary from drive-through out of town sites, to standard town shop design and Fresh Express shops which are normally set up within forecourt service stations.</p> <p>Turnover in 2010 was €100 million at retail value. Supermac's is continually expanding and there are plans to open further Supermac's restaurants in the remainder of 2011. There are also plans to further develop the Papa John's part of the business which is an American Pizza Franchise operated in Ireland by Supermac's.</p> <p>In 2010 Supermac's also opened a number of Quiznos Sub counters (an American franchise) within its existing shops and there are plans to continue expansion of this franchise.</p>
<b>Relevant contacts</b>	<p>Purchasing Manager: Pat Lynch  Email: <a href="mailto:plynch@supermacs.ie">plynch@supermacs.ie</a>  Phone: 091 774 100</p>
<b>Product mix</b>	<p>Supermac's offers a wide variety of products on its menu including:</p> <p>100% Irish beef burgers, fresh Irish chicken portions, freshly battered fish, potato chips, ice cream products and traditional Irish breakfast products. Supermac's also provides a wide range of frozen chicken products such as nuggets, burgers and chicken tenders along with steak sandwiches. In 2010/11 Supermac's added a number of products to its already extensive milkshake and ice cream menu.</p> <p>The core menu in all branches is fresh beef burgers, freshly battered fish, fresh chicken and fresh potato chips.</p> <p>Some frozen products are used which are cooked from frozen such as chicken nuggets, chicken tenders and chicken burgers.</p> <p>The Papa John's pizza business has grown over the past number of years. The availability of pizza in over 35 shops at this stage offers variety and choice to customers.</p> <p>The Relish cafes are in the process of being replaced with Quiznos Sub counters which offer teas, coffees, subs, sandwiches and some healthy options, primarily aimed at the lunchtime trade.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Supermac's has a tradition of working very closely with their suppliers, forming excellent working relationships over the years. Supermac's has worked on advertising campaigns along with local farmers and producers to let the general public know that they are</p>

	<p>supporting Irish and local business.</p> <p>There are opportunities for Irish food and drink suppliers for non core products. The company recommends potential suppliers visit its site to identify opportunities outside of the core range e.g. salads and ice cream.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Supermac's has a policy of purchasing all of its meat products from producers on the island of Ireland. All beef burgers and fresh chicken products are born, reared and slaughtered in Ireland.</p> <p>Supermac's has built very strong working relationships with its suppliers since it started in business in 1978. Working relationships have been built on trust and their suppliers know what standard of hygiene and quality is expected.</p> <p>The main factors influencing decision making are firstly quality, secondly continuity of supply and thirdly price.</p> <p>Current suppliers are audited regularly and the company has strict accreditation requirements. Supermac's operate a Vendor Approval Listing, only suppliers that have been audited and meet the required standards will be permitted to supply into the chain. There is no charge passed on by Supermac's for carrying out the audit on vendors. A third party certification such as BRC or EFSIS is often required.</p> <p>Purchasing is centralised. There are no set tender dates as Supermac's has a close relationship with its existing suppliers and do not tender out supplies.</p> <p>The Purchasing Manager makes the purchasing decisions and places the orders. Supermac's backhauls from current suppliers as it has its own transport system.</p>
<b>Distribution providers</b>	<p>Supermac's deals directly with current suppliers for its core menu and only uses distributors for non-core products. Supermac's has its own fleet of trucks that deliver to every outlet nationwide from its depot in Ballybrit, Galway.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should contact the Purchasing Manager directly via a phone call or e-mail.</p>
<b>Other Information</b>	<p>Credit terms vary according to the account and how long the company is doing business with different suppliers.</p> <p>Supermac's works with some large brands at present and tends to look for brands and products that suit its' operation.</p> <p>Supermac's finds itself cooking to order more and more. It finds that people are willing to wait that few more minutes for their food once they know that it is being cooked fresh and they are getting a quality product.</p>

	<p>Due to the fact that frozen food products are easier to manage, a lot of food such as beef burgers and chicken products (nuggets, burgers and tenders) are cooked from frozen. Supermac's launched its '5oz burger' in 2009, which is cooked from fresh, as is all its fresh Irish chicken.</p> <p>Supermac's has both chilled and frozen food storage facilities in all of its outlets.</p>
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## FULL SERVICE RESTAURANTS (FSR)

## Avoca Handweavers

Address: Kilmacanogue, Bray, Co. Wicklow

Website: [www.avoca.ie](http://www.avoca.ie)

Phone: 01 286 7466

Email: [info@avoca.ie](mailto:info@avoca.ie)

<b>Company Profile</b>	<p>Avoca Handweavers is a family-run business that has been in existence in various forms since the first half of the 18<sup>th</sup> century. Avoca's retail catalogue ranges from clothes, toys, jewellery, ceramics, glass, books, gifts and home ware.</p> <p>Avoca has ten branches around the country at the following locations: Kilmacanogue, Powerscourt, Mount Usher and The Mill in Avoca village, Co. Wicklow; Rathcoole and Suffolk Street, Dublin; Kenmare, Co. Kerry; Letterfrack, Co. Galway; Belfast City Centre and the newly opened branch in Monkstown, Co. Dublin. Another new store is due to open in Malahide Castle in April 2012. The company also has a store in Annapolis in the USA.</p> <p>Despite a difficult trading climate, Avoca is attracting strong numbers of customers who are long term supporters of its foods offer in many cases.</p> <p>Avoca also run a strong food retail shop business, however this profile concentrates solely on the café requirements.</p>
<b>Relevant purchasing contacts</b>	<p>Leylie Hayes is the Executive Chef and has responsibility for purchasing all of the raw materials and dry goods used in the kitchens.</p> <p>Email: <a href="mailto:leyliehayes@gmail.com">leyliehayes@gmail.com</a></p>
<b>Product mix</b>	<p>The eating experience revolves around informal dining with strong emphasis on quality and taste.</p> <p>The largest categories purchased by Avoca are meat, vegetables and dairy.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Avoca has a strong policy to support artisan producers and while the company maintains long-term relationships with most of their producers they also open to new products. Products must be of a suitable quality and profile that suits the Avoca brand and must also allow for sufficient margin.</p> <p>Avoca is most interested in raw ingredients that could be used in the production of their own brand products. For example, the company has just sourced a supplier of organic leaves.</p> <p>Avoca supports artisan producers and local businesses at a regional level.</p>
<b>Purchasing policy and supplier requirements</b>	<p>New suppliers are required to fill out a questionnaire. Avoca expects all suppliers to have the most up to date health and safety documentation and to be compliant with HACCP, etc. A team from Avoca will sometimes visit artisan producers for on-site checks, usually when first commencing business with them. There is</p>



	<p>generally no charge for this.</p> <p>Quality, price and service are the key decision factors. Producers wishing to approach Avoca must be able to offer a high level of service and be organised to meet delivery times and distribution requirements.</p> <p>All purchasing is centralised with decisions made by the Executive Chef Leylie Hayes.</p> <p>Orders are placed either by telephone, fax or email.</p> <p>The purchasing policy for artisan producers is flexible. Shorter payment terms can be received in return for lower pricing. There is a mix of LTAs and net/net pricing across different product categories, which is determined at the point of negotiation. For very small, start-up artisan producers, flexible payment agreements can be arranged at the time of listing.</p>
<p><b>Distribution providers</b></p>	<p>Avoca now has a centralised production kitchen located in the IDA Business Park in Bray, Co. Wicklow. Products are transported to all branches from here. Avoca has three food vans that deliver to the branches on a daily basis.</p> <p>All new producers are required to deliver directly to store or kitchen at a frequency that is determined by shelf life and freshness of product requirements. For products that have a very short shelf life there may be a requirement to deliver six days a week.</p> <p>Avoca advocates that producers supply longer life products in greater volume and deliver less frequently.</p>
<p><b>Advice to new suppliers</b></p>	<p>Producers wishing to make contact with Avoca should do so by email and, with agreement, drop samples into the Head Office, which is based in Kilmacanogue.</p> <p>Avoca emphasises that its Chefs and Executive Chef do not have time for long meetings, as it is a live working environment and, therefore, email and product samples are the best way to establish contact.</p> <p>When producers are either planning to grow a crop or produce a product which they are targeting at supplying directly to Avoca, they should first check that there is a market for this product.</p> <p>Avoca places strong emphasis on accurate labelling of products, both in terms of country of origin and other information, shelf life, etc.</p> <p>While Avoca recognises that artisan producers should receive a premium for their product, it also emphasises that this premium should be realistic in the current economic climate if the chances of securing a listing are to be maximised.</p>

	The company's preference for any high-volume lines is to be purchase in pallet quantities.
<b>Additional information</b>	<p>Credit terms depend on the supplier. Avoca will sometimes negotiate some small discounts for prompt payment.</p> <p>There is room for other brands in Avoca's operation. However the company trades under its own brand name and works hard to grow it.</p>

## Brambles

Address: Unit C4, South City Business Park, Dublin 24

Website: [www.brambles.ie](http://www.brambles.ie)

Phone: 01 468 5000

email: [caolan@brambles.ie](mailto:caolan@brambles.ie)

<b>Company Profile</b>	<p>Brambles is a privately owned family run business.</p> <p>Brambles operate over 20 deli-cafes, predominantly in the Leinster area, although they also have presence in Co. Mayo.</p> <p>In addition, Brambles runs a corporate catering business whose customers include the National Museum of Ireland, the Beacon Hospital and Newgrange Visitor Centre.</p> <p>The company caters for all eating occasions. Their café-delis are located in shopping centres, hospitals, museums and high end leisure venues e.g. Airfield Trust, Dundrum. They also operate a full service cafe bistro in Terenure, Dublin.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing and Operations Manager: Caolan Reid Phone: 01 468 5000 Email: <a href="mailto:caolan@brambles.ie">caolan@brambles.ie</a></p> <p>Email is the preferred method of contact.</p>
<b>Product mix</b>	<p>Brambles food offering is very varied, anything from a scone and latte to a three course meal. Breakfasts, lunches, dinners and snacks are catered for in most branches.</p> <p>The cuisine is predominantly locally sourced Irish produce with a Mediterranean theme, adapted to suit the Irish palate.</p> <p>85-95% of food offerings are prepared from scratch in their 10,000 sq. foot central production facility in Dublin 24 and redistributed to their individual units.</p> <p>There is no demand for pre-prepared ingredients.</p> <p>Expansion of their central production kitchen in 2010 has resulted in all bread, cakes and pastries now being made on-site.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas for growth for Brambles are to open more café-delis (but only when the location and commercials are right) and hopefully the recent growth in catering at tourist locations will continue as the tourist market continues to perform.</p> <p>Brambles are open to approaches by new Irish suppliers with good quality, locally sourced Irish produce.</p> <p>Brambles only source ingredients from outside of Ireland when they are not available here.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>The purchasing policy is to source local Irish produce and all meat and poultry must be certified Irish. Consistency of supply, price and quality are key considerations in purchasing decisions.</p> <p>All purchasing is centralised through the Purchasing Manager. The only exceptions are for bulk ambient products and drinks at busy times like Christmas when the branches order directly for direct delivery to store.</p> <p>The Purchasing Manager agrees the terms and places the orders</p> <p>Brambles appreciate proactive suppliers that approach them with solutions and ideas that add value. Communication is key and helps build relationships.</p> <p>Goods inwards are into the central production facility in Dublin 24 and delivery windows are before 7am for meat products, fruit and vegetables and 10am for dry ingredients. Deliveries are taken 6 days per week. Brambles have three of their own vans for deliveries to their branches.</p> <p>The company does not have formal audit procedures, however suppliers are visited from time to time. No charges apply for these visits.</p> <p>The ingredients for all fresh food offerings are bought in fresh and chilled. There is no demand for frozen produce.</p> <p>The case size and minimum shelf life requirement varies by product.</p>
<p><b>Distribution providers</b></p>	<p>Brambles deals direct with Irish suppliers for most of their ingredients. However, for small quantities of dry goods, they use Musgraves and Pallas Foods</p>
<p><b>Advice to new suppliers</b></p>	<p>New suppliers should contact the Purchasing Manager by email.</p>
<p><b>Other information</b></p>	<p>Credit terms are 45 days.</p> <p>As Brambles makes all of their food offerings in-house, there is no room for brands on the fresh food side.</p> <p>The only brands in their stores are for popular ambient goods like crisps and fizzy drinks. Even their coffee is non-branded.</p>

## Dunne & Crescenzi

Address: 22 South Frederick Street, Dublin 2

Website: [www.dunneandcrescenzi.com](http://www.dunneandcrescenzi.com) Email: [dunneandcrescenzi@hotmail.com](mailto:dunneandcrescenzi@hotmail.com)

Phone: 01 524 00628

<b>Company Profile</b>	<p>Dunne &amp; Crescenzi has seven restaurants and two cafes in Ireland trading under various brands, mostly around Dublin. There are two Dunne &amp; Crescenzi outlets, one Nonna Valentina, two Officina Dunnes &amp; Crescenzis (Kildare and Dundrum), two Bar Italias and two La Corte Del Caffés.</p> <p>A number of the outlets also have retail space. The main activity is the provision of authentic Italian food, both restaurant and café style, as well as retail stores in the two Officina Dunne &amp; Crescenzi restaurants.</p> <p>The customer profile is predominantly ABC1 and both cafes and restaurants cater for families.</p>
<b>Relevant contacts</b>	<p>Purchasing Manager: David Izzo Email: <a href="mailto:dunneandcrescenzi@hotmail.com">dunneandcrescenzi@hotmail.com</a> Phone: 01 524 00628 or 087 286 8713</p>
<b>Product mix</b>	<p>The Dunne &amp; Crescenzi group caters for all eating occasions, breakfasts, lunches and dinners, being all day restaurants for snacks and meals and café style Italian food. Antipasto (Italian style starters) feature heavily on the menu as do Italian style soups, a list of fresh pastas and risottos, Italian main course dishes, breads, cheeses, salamis and desserts. They also have an extensive wine list.</p> <p>The cuisine of the group is very much authentic Italian, although the majority of their fresh food comes from Irish suppliers (fruit and vegetables, meat, fish, smoked salmon, organic Irish beef, dairy, cheeses etc).</p> <p>All food is cooked from scratch, in the restaurants and cafés.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas for growth are to expand the number of outlets, although plans to do so are currently on hold.</p> <p>The group would like to use better quality local Irish produce, particularly fruit and vegetables. The group would like to deal direct with farmers and growers if possible, e.g. they are now buying lamb from the Ring of Kerry Group in order to guarantee year round supply.</p> <p>The company is constantly searching for high quality Irish cheeses, eggs and seafood.</p> <p>There are also opportunities for seasonally available pears and good quality chocolates for the retail areas. There is room for good quality products which complement the group's brand. This is particularly the case in the retail space in Kildare and Dundrum.</p>

	<p>All food is bought in chilled e.g. fresh pasta from Italy. There is no frozen food currently, so there may be growth potential here.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Although several of the ingredients by the very nature of the group are imported from Italy, the group does have a preference to source local produce, particularly for fresh food.</p> <p>The purchasing policy is a combination of good quality ingredients, pricing and service levels. Each new producer is allocated one restaurant to supply in order to check their performance before they can expand to the rest of the group.</p> <p>The group directly audits the premises of producers and they must all be HACCP compliant. There is no charge for this.</p> <p>Purchasing is centralised through the Purchasing Manager. There are no specific tenders.</p> <p>The owners of the group and the Purchasing Manager influence the purchasing decisions. The Purchasing Manager agrees the terms, and each restaurant is given an approved list of suppliers from whom to order.</p> <p>All deliveries are made direct to the restaurants or cafés. Large bulk purchases go through a central warehouse in Rathcoole.</p>
<b>Distribution providers</b>	<p>The group prefers to deal direct with producers and tends to only deal with distributors if they run short of certain Italian supplies.</p> <p>Distributors include Little Italy, Norton's and Gleneely. Gleneely also distributes Palombini and Tazza D'oro coffee on behalf of the group. Dunne &amp; Crescenzi also represents Garolfalo pasta in Ireland.</p>
<b>Advice to new suppliers</b>	<p>The group would like to be approached via the Purchasing Manager with a price list and a small quantity of sample products.</p>
<b>Other information</b>	<p>Credit terms are 30 days, with cash on delivery for a discount.</p>
<b>Additional Information</b>	<p>There is room for brands in the operation. The company is actively trying to promote Irish produce.</p> <p>The company has chilled facilities only.</p>

## Entertainment Enterprise Group

Address: Entertainment Enterprises, Leisureplex, Malahide Road, Coolock, Dublin 17.

Website: [www.fridays.ie](http://www.fridays.ie) Phone: 01 848 5830 Email: [lindy@eegroup.ie](mailto:lindy@eegroup.ie)

<b>Company Profile</b>	<p>The Entertainment Enterprise group is the sole operator of the TGI Friday's franchise and also operates the Hard Rock Café franchise in Ireland in which they own a 50% share. The group also operates its own chain of Italian restaurants, Dante, in addition to providing quick serve food at its three Leisureplex outlets. In addition, the group also operates Café Mao, which offers authentic pan-Asian food. The group recently launch a new concept called 'Mao at Home' and has opened two outlets in Dublin, one in Baggot Street and the second in Donnybrook.</p> <p>TGI Friday's is an American style restaurant offering Texan / South West U.S. cuisine. There are four outlets in Dublin and one in Belfast, with a new outlet opening in Swords, Co. Dublin by the end of 2011. The company caters predominantly for casual family dining, in addition to young adults in its city centre location. Lunch and evening meals are provided. The franchisor is based in Dallas, Texas.</p> <p>Hard Rock Café is also an American style restaurant offering Texan / South West U.S. cuisine. There is one outlet in Dublin city centre. The restaurant caters for tourists and parties predominantly. Breakfast is not served, however lunch and evening meals are available. The franchisor is based in Florida.</p> <p>The Dante restaurants are Italian in theme and offer pizzas and Italian cuisine. The three restaurants are Dublin based and open for evening meals throughout the week as well as serving lunch at the weekends. The target market is couples and families.</p> <p>The three Leisureplex diners are in Dublin and are popular venues for children's parties.</p> <p>Café Mao offers a wide range of Asian meals, with three outlets in Dublin: Dundrum, Chatham Row and Dun Laoghaire.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Lindy Robertson  Email: <a href="mailto:lindy@eegroup.ie">lindy@eegroup.ie</a>  Preferred method of contact is via email.</p>
<b>Product mix</b>	<p>Both TGI Friday's and Hard Rock Café provide lunch and evening meals which are based on Texan / South Western USA cuisine.</p> <p>Menus include chicken wings and strips, potato skins, nachos, beef steaks, pork ribs, burgers, open sandwiches and seafood.</p> <p>Food is bought in ready to cook with some items such as ribs precooked.</p>

	<p>Dante restaurants offer traditional Italian cuisine with a strong emphasis on pizzas.</p> <p>All of the above outlets serve a wide range of beverages and desserts.</p> <p>In Hard Rock Café, the desserts are made to order. TGI Friday desserts are franchise specific and sourced in the UK.</p> <p>The Leisureplex diners provide a standard fast food offering consisting of burgers, nuggets, chips and beverages. Turnover for the three Leisureplex diners is relatively small.</p> <p>Café Mao is open seven days a week and offers a range of healthy lunchtime and evening meals, with an emphasis on fresh ingredients.</p>
<p><b>Opportunities for Irish food and drink suppliers</b></p>	<p>Innovation and new product development for TGI Friday's and Hard Rock Café is driven by the franchisors in the USA. Menus are devised and set in the USA by the franchisors. This does present an additional challenge for prospective local producers as approval must be sought from the US franchisor before the Irish operator can purchase the products. However, Hard Rock Café allows some local suppliers.</p> <p>There is an opportunity for Irish suppliers for bespoke sauces for the TGI Friday's outlets, for example honey &amp; mustard mayonnaise, coriander yoghurt etc.</p> <p>Dairy products are often sourced in Ireland, but processed in the UK. The company monitors its vegetable supply closely. There is little room for new beef suppliers to the market as operators are satisfied with the existing product offer.</p> <p>There is room in the Irish market for processed, pre-prepared chicken products e.g. chicken fingers, nuggets, etc. which could be produced in Ireland, but are currently being imported. In addition, there is scope for the Irish production of pasteurised whole eggs, both egg-white and egg yolk, to be produced in liquid form. These must currently be sourced from outside Ireland.</p> <p>The group is always looking for new desserts to place on menus.</p> <p>TGI Friday's provides a range of value offers in its restaurants to generate greater custom.</p> <p>The ratio between chilled and frozen ingredient purchase remains unchanged, with most product purchased chilled. Café Mao uses only fresh produce in the preparation of its meals.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>In the instance of TGI Friday's and Hard Rock Café, many of the products used are from franchisor approved product lists.</p> <p>Suppliers should discuss with the Entertainment Enterprise Group</p>



	<p>Purchasing Manager if the proposed products for supply require franchisor approval.</p> <p>If franchisor approval is not required, then the supplier can deal directly with the Entertainment Enterprise Group Irish Purchasing Manager.</p> <p>If franchisor approval is required, the first step is to establish the level of interest in the product with the Entertainment Enterprise Group Irish Purchasing Manager. If the supplier believes that the proposal should be progressed, contact should then be made with the US office to seek a listing.</p> <p>In the case of products for which the Purchasing Manager has discretion in the purchasing decision, quality is the most important factor and is followed by price. Musgrave's provides distribution to the restaurants. All Musgrave approved products do not require site audits from the operator.</p> <p>Proposed products for supply are tasted by a development panel consisting of the Purchasing Manager, Area Managers and Kitchen Managers.</p> <p>Deliveries are required prior to noon and a delivery frequency of up to three days per week suffices, with the exception of Christmas. The restaurants are open at 10 a.m. for receiving merchandise.</p> <p>Orders are placed by each restaurant over the phone or fax.</p>
<b>Distribution providers</b>	<p>Musgrave Foodservices provide a storage and distribution service for ambient, chilled and frozen products. Much of the distribution was rationalised through Musgrave Foodservice in November 2008.</p> <p>Gleneely Cheese supply direct.</p> <p>Dublin Food Sales serve the majority of the distribution needs for dry goods.</p> <p>Caterway, Gold City and Keelings supply fruit and vegetables.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should contact the Purchasing Manager via email. They should ascertain from an early point whether the purchasing decision for their product rests with the Irish office or the franchisor Head Office in the United States.</p>

## Fitzers Restaurants

Address: 51a Dawson Street, Dublin 2.

Website: [www.fitzers.ie](http://www.fitzers.ie)

Phone: 01 670 6577

Email: [eat@fitzers.ie](mailto:eat@fitzers.ie)

<b>Company Profile</b>	<p>The company has been running since 1980 and currently operates three restaurants – Marco Pierre White Steakhouse on Dawson St, Frankie’s Steakhouse and Bar in Temple Bar and Chatham Brasserie on Chatham St. In addition to this, the group are co-owners of the Hard Rock Café in Dublin.</p> <p>The restaurants are open seven days a week catering for both lunch and evening meals. The restaurants place great emphasis on quality and value in equal measure.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Harry Mullan          Email: <a href="mailto:harry.mullan@fitzers.ie">harry.mullan@fitzers.ie</a>          Phone: 01 670 6577</p>
<b>Product mix</b>	<p>Marco’s and Frankie’s are both steakhouses, which offer a large variety of different options on how each steak is prepared, cooked and presented. In addition to this, high quality fish is also offered in a variety of ways. Chatham Brasserie is a New-York style brasserie.</p> <p>The restaurants offer an emphasis on good quality steaks. However, they also offer crab, prawns, smoked salmon, halibut, salmon, tuna and hake.</p> <p>All food is cooked to order.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>For new suppliers, it is important that they inform themselves completely about the business and the produce used. Knowledge of the industry has allowed the company to survive through both good and bad economic circumstances. The company has come through a previous recession, which has held them in good stead.</p> <p>Suppliers should investigate the products that the company is currently using. If the product is not of Irish origin, suppliers should investigate whether they can provide an Irish alternative. The company is keen to buy Irish, although at the moment 80% of the fruit and vegetables it uses are imported.</p> <p>The company is also keen to source Irish cheeses, especially different variety of cheeses.</p> <p>The company is always looking at foreign trends and future product ranges will depend on the success of these abroad.</p> <p>Some products, which are currently used by the company, are currently not produced in Ireland e.g. cured ham.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The company has a preference to source local produce and the company’s purchasing policy relates to quality, service and price.</p>

	<p>The company has its own auditors to inspect supplier premises and standards. There is a charge for this.</p> <p>Purchasing is not centralised; each outlet is given a list of suppliers and may not deviate from that.</p> <p>There are certain key tender dates. However the company advises suppliers to contact the Purchasing Manager with any queries. The Purchasing Manager influences decisions, although these are discussed with management and chefs.</p> <p>The Purchasing Manager agrees supplier terms, with individual restaurants placing orders.</p> <p>Goods are received daily, six to seven days per week from 8 to 10am. EDI is not required, however the company keeps close track of stock requirements internally.</p> <p>Shelf life is dependent on the type of product. The company expects optimum quality on a consistent basis.</p>
<b>Distribution providers</b>	<p>Dairyland Cuisine supplies the company with dairy products. Pallas Foods supplies a large range of dry goods. Gleneely supplies cheese. M&amp; K Meats, Robinson Meats and Crossgar supply meat and poultry and Caterway supplies fresh fruit and vegetables.</p>
<b>Advice to new suppliers</b>	<p>Potential new suppliers should be fully informed of the business and the products used and should contact the Purchasing Manager.</p> <p>Supplier products must be of high quality, in addition to being sold at a reasonable price.</p>
<b>Additional information</b>	<p>Credit terms are 45 days.</p> <p>The company has both chilled and frozen storage facilities.</p>

## Itsa...

Address: Unit 54a, Blacktorn Road, Sandyford Industrial Estate, Dublin 18

Website: [www.itsa.ie](http://www.itsa.ie) Phone: 01 293 5994 Email: [info@itsa.ie](mailto:info@itsa.ie)

<b>Company Profile</b>	<p>Itsa is made up of a chain of bagel stores, restaurants, cafes and a full service catering company called Feast.</p> <p>There are six bagel stores in Dublin – Dun Laoghaire, Malahide, Fitzwilliam Lane, Arnotts on Henry Street, the Head Office in Sandyford and Ranelagh (opening in November 2011).</p> <p>The three restaurants are located in Sandymount (Itsa 4), Brown Thomas, Dublin (The Restaurant) and Brown Thomas, Cork (Table Restaurant).</p> <p>Itsa@IMMA Café is based on the lower ground floor of the Irish Museum of Modern Art, Kilmainham, Dublin 8.</p> <p>Feast now caters for wedding parties at Powerscourt Estate in Enniskerry, Co. Wicklow. A full profile for Feast is included under the Leisure/Events channel, see page 107.</p> <p>Itsa caters for a broad range of customers from business people to families, but the main demographics are females in the 30+ age bracket.</p>
<b>Relevant purchasing contacts</b>	<p>Director: Roark Cassidy Email: <a href="mailto:roark@itsa.ie">roark@itsa.ie</a> (preferred method of communication)</p>
<b>Product mix</b>	<p>Itsa caters for all eating occasions. The bagel stores cater for breakfasts, lunches, morning and afternoon teas and coffee and snacks. The restaurants are open for lunch and dinner and brunch on Sundays.</p> <p>The cuisine is modern Irish bistro with a focus on healthy, natural, tasty gourmet food. All ingredients are high quality and all menu items are cooked from scratch. The menus include gourmet bagels and sandwiches, soups, salads, home baked snacks, drinks, smoothies and organic products. Producers' names are heavily promoted on the menus where appropriate.</p> <p>The majority of food is prepared in the central kitchen facility in Sandyford. All food is cooked from scratch; even the meats are roasted in-house, so no items are bought in pre-prepared. The central kitchen in Sandyford has its own pastry chef so all snacks served in Itsa outlets are home baked e.g. cookies, brownies, cakes, etc.</p> <p>Producers should be aware that many of the menus are price focused, for example two courses for €20, and the producer's range of products need to fit in this bracket.</p>

	<p>Within the Bagel stores, the new price promotional strategy is to add on an additional item to the beverage for a small amount extra.</p> <p>Again producers should look for ways to combine their product with a beverage to create a value offering for the consumer.</p>
<p><b>Opportunities for Irish food and drink suppliers</b></p>	<p>The key area for growth for Itsa is to open more bagel stores with a different format and increase the offering therein. An example of the format in mind for the new bagel stores is that currently used in the café in the Irish Museum of Modern Art (itsa@IMMA) where the food offering is a hybrid between that offered by the bagel stores and the restaurants i.e. an offering of good quality salads, quiches and tarts in addition to the usual offering of the bagel stores.</p> <p>Itsa is very loyal to its current suppliers (48 in total) but is always looking for unique ranges of good quality products with suppliers who can offer them a very good service. Good quality raw ingredients are required for new salad and hot food menu items.</p> <p>All of the ingredients used by Itsa are sourced from Irish suppliers. A lot of the meat used in the restaurants is organic, and they are a big supporter of Irish artisan products and good gourmet ice-creams. Itsa has strong traceability criteria which it monitors strictly.</p> <p>Itsa has sourced an Irish producer of bagels and has partnered with McCloskeys bakery in Drogheda. The company no longer imports its main bagel supply from the US. The only imported bagels are <i>Glutino</i> – gluten free bagels from Canada.</p> <p>There is room for Irish artisan brands in the operation. Itsa has both chilled and frozen storage facilities.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>Itsa has a strong preference to source local produce from Ireland.</p> <p>The purchasing policy of the company is quality first and then price, good service, 60 day payment terms and LTA discounts for high volume. Deals from producers which are used to drive footfall on the menus are always welcome and are an opportunity area to drive volume for producers and Itsa alike.</p> <p>The premises of all fresh food suppliers to Itsa are audited annually directly by the company. BRC is preferred, or HACCP as long as procedures are strictly adhered to.</p> <p>Purchasing is centralised through Roark Cassidy, Director and the Executive Chef, Phil Thomas.</p> <p>Roark Cassidy agrees the terms with suppliers and the Executive Chef places the orders for the central kitchen. The restaurants order 80% of their own requirements from an approved list of suppliers at centrally agreed terms.</p> <p>Goods are received six days per week.</p>

	<p>Orders are placed by phone and fax.</p> <p>The case size and shelf life requirements vary by product category, and are detailed in product specifications.</p> <p>Itsa is able to take deliveries of pallet loads of products as they have large storage facilities in the central kitchen in Sandyford, for which a volume discount is expected.</p>
<b>Distribution providers</b>	<p>Itsa deals directly with most suppliers and only uses distributors occasionally, e.g. Pallas Foods.</p> <p>Odaios and La Rousse are other distribution providers that the company uses.</p>
<b>Advice to new suppliers</b>	<p>Itsa emphasises that producers should be very familiar with its business and must have considered how their products would fit into Itsa's menus.</p> <p>Other issues to be considered are how deliveries include weekly delivery schedules and the type of packaging required.</p> <p>Payment terms are 60 days and the company will pay quicker if there are additional discounts.</p> <p>Packaging and recycling are becoming major issues for Itsa and new prospective suppliers are being asked to consider innovative ways in which packaging can be minimised, along with the possibility of using crate systems etc.</p>

## Kay's FoodHall

Address: Unit 122, The Blanchardstown Centre, Dublin 15

Website: [www.realchefsrealfood.com](http://www.realchefsrealfood.com)

Phone: 01 822 2401 email: [info@realchefsrealfood.ie](mailto:info@realchefsrealfood.ie)

<b>Company Profile</b>	<p>Kay's FoodHall (Kay's) originally started business as a cafe in Donaghmede Shopping Centre over 30 years ago. In 1997, the company opened a second outlet in the Blanchardstown Centre and subsequently a third restaurant in Clarehall Shopping Centre, Dublin.</p> <p>Today, the company operates a second cafe in the Blanchardstown Centre and a revamped Food Hall in place of their original ground floor outlet. They also operate the Roastery restaurant at the Java Republic premises in Ballycoolin, Blanchardstown.</p> <p>In 2009, the company joined forces with North-South Retail and The Pop Company to form and operate Maple Moose which provides a quality crepes and ice-cream offer.</p> <p>Developments in 2011 include a move from the first to ground level for the restaurant in the Clarehall Shopping Centre and the introduction of a new central production facility. This will allow greater production control and further expansion going forward.</p> <p>Cafe Maud's was recently opened in Belfast when Kay's joined forces with the distributor of Maud's Ice Cream for ROI and NI.</p> <p>This concept has worked well for the business and a future expansion of similar outlets is likely.</p>
<b>Relevant purchasing contacts</b>	<p>Operations Manager: Stephen Reilly          Phone: 087 206 6019          Email: <a href="mailto:stephen@kaysfood.com">stephen@kaysfood.com</a></p>
<b>Product mix</b>	<p>The Kay's FoodHall offering is very varied incorporating an in-house bakery, a wok station, a hot food counter, a speciality coffee corner and a gourmet sandwich section.</p> <p>Everything in Kay's is homemade, with nothing bought in apart from Danishes and croissants. Meats are cooked whole and sliced and all desserts are homemade.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Kay's is keen to expand their range of bakery produce and Asian cuisine such as wok cooked foods, pasta noodles and fried rice. The company is looking for a broader base of menu ingredients to diversify their menus.</p> <p>The company has a strong preference to source from Irish suppliers.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>The main criteria when choosing any supplier is price. Kay's look to Irish suppliers who offer competitively priced products. Quality is the next consideration in the decision making process. Competitive costing is hugely important in the current environment, but it can't come at the expense of product quality.</p> <p>The Operations Manager will take a detailed look at the market four times per year to source the best prices from local suppliers. Suppliers are then invited to tender offers to the Operations Manager.</p> <p>Industry standard accreditation such as HACCP is sought from all potential suppliers. Kay's Food Hall also carries out audits of all suppliers. There is no charge for these audits.</p> <p>Purchasing is carried out by each individual store through a handheld ordering system available to each store manager, which is controlled through the Head Office.</p> <p>Purchasing decisions for the company are made by the Operations Manager who agrees terms with potential suppliers.</p> <p>Deliveries are made six days a week, usually in the mornings.</p> <p>The shelf life of fresh produce is required to be at least five days.</p>
<p><b>Advice to new suppliers</b></p>	<p>New suppliers should contact the Operations Manager by email and follow up with a phone call.</p> <p>Kay's asks for honesty and an upfront manner from their suppliers. The company believes it is important for a relationship to be built on trust and understanding.</p>



## Wagamama / Captain America's

Address: South King Street, Dublin 2

Website: [www.wagamama.ie](http://www.wagamama.ie)

Phone: 01 478 2152

Email: [info@wagamama.ie](mailto:info@wagamama.ie)

<b>Company Profile</b>	<p>Wagamama is a restaurant franchise serving pan-Asian food in the style of a modern noodle bar. The first Wagamama restaurant opened in 1992 in London. There are now over 106 outlets throughout the world. There are five restaurants in Ireland: three in Dublin, one in Cork and one in Belfast city centre.</p> <p>The Irish restaurants are open from noon to 11p.m. The restaurants attract a large mix of people, from school children to shoppers. The customer base is predominantly business people in their thirties. The restaurant is a particularly popular lunchtime venue for business people.</p> <p>The operator of the Wagamama franchise in Ireland also operates the four Captain America's restaurants in Ireland, three of which are in Dublin, with the fourth in Cork. Captain America's is an American styled diner that introduced the hamburger to Ireland in 1972.</p>
<b>Relevant purchasing contacts</b>	<p>Development Head Chef of Wagamama Ireland and Northern Ireland: Rob Neilan Email: <a href="mailto:rob@wagamama.ie">rob@wagamama.ie</a> Phone: 01 478 2152</p>
<b>Product mix</b>	<p>The eating occasions catered for are lunch through to evening meals. The cuisine is entirely Japanese, with a strong focus on noodles based dishes and rice. Sushi is not served. All food is served cooked and everything is cooked from scratch on site. Desserts and a selection of hot and cold beverages are also served.</p> <p>Captain America's serves a menu consisting of diner cuisine that includes chicken wings, hamburgers, steaks, chips, desserts, milk shakes and a selection of hot and cold beverages. Breakfast is not served.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Lunch deals, specials and promotional activity are currently driving growth. The main menu is relatively stable and is reviewed once or twice per annum. Lunch and seasonal specials are reviewed more frequently.</p> <p>Fresh fish, fruit and vegetables and meats are sourced locally from Irish suppliers. Pickles, soya sauce, tinned goods and traditional Japanese dry goods are currently imported from the UK based suppliers to the UK franchisees. Some ingredients are also sourced from an Asian market outlet.</p> <p>The company at the moment is keen to source a local producer of noodles as they are currently being imported from the UK. They are also looking to outsource cooked noodle products.</p> <p>Expansion of the dessert range is an area that currently presents</p>

	<p>opportunities on an on-going basis. A number of suppliers have presented different concepts, although according to the Head Chef, have been slow to take feedback on board and invest the required time to replicate tried and tested recipes.</p> <p>As well as its own database of roughly 13,000 customers, Wagamama also uses Facebook to generate awareness.</p>
<b>Purchasing policy and supplier requirements</b>	<p>After establishing a supplier's credentials and reputation, the key considerations taken into account in arriving at a purchasing decision are quality, price and service. Origin is a secondary consideration.</p> <p>Supplier's premises are visited by the Development Head Chef who conducts an audit with documentation provided by the Wagamama franchisor.</p> <p>Where practical, purchasing between the five Wagamama outlets is centralised. For example, Crossgar Poultry supplies chicken to all five restaurants, but the Cork, Dublin and Belfast restaurants use local butchers also.</p> <p>Routine purchasing decisions are made by the Development Head Chef. Major decisions are made in consultation with the chefs in Cork and Captain America's and with the General Manager.</p> <p>Orders are placed by each restaurant by phone and are received between 9a.m. and 11a.m.</p>
<b>Distribution providers</b>	<p>Crossgar supplies chicken, dry goods and frozen goods. Fresh Point and Keelings supply fruit and vegetables. Other products such as fresh fish and meat are delivered directly by suppliers, with the exception of specialised Japanese items that are not available locally and are imported directly from the UK.</p>
<b>Advice to new suppliers</b>	<p>Telephone the Development Head Chef mid morning and agree a time to call in with a sample and pricing. Ensure that you are in a position to give the chef a deep understanding of the product.</p> <p>If pitching a new idea, ensure that this is fully thought out, professional and well-executed. Persistence is key if one wishes to succeed in obtaining a contract.</p>
<b>Additional information</b>	<p>Credit terms are 30 days.</p>

## COFFEE SHOPS

## Bagel Bar (The)

Address: Unit D8, Baldonnell Business Park, Naas Road, Dublin 22

Website: [www.thebagelbars.com](http://www.thebagelbars.com) Phone: 01 466 1670 Email: [info@thebagelbars.com](mailto:info@thebagelbars.com)

<b>Company Profile</b>	<p>The Bagel Bar franchise is a wholly owned Irish company. The Bagel Bar was founded by Ray Cowzer. The first outlet opened in Dublin in 2001.</p> <p>Currently there are 15 franchised outlets in Ireland located as follows: 7 in Dublin, and one in each of Cork, Waterford, Wexford, Sligo, Offaly, Donegal, Louth and Derry. Two of the outlets are owned by the franchisor.</p> <p>The main activity of the franchises is the supply of bagels, wraps, paninis, sandwiches, subs, breakfasts, hot beverages, smoothies, pastries and salads. The franchisor imports bagels from the UK for use across the franchise and for wholesale supply to third parties.</p> <p>The eating occasions primarily serviced are breakfast and lunch. The majority of outlets do not trade at night.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Ray Cowzer          Email: <a href="mailto:info@thebagelbars.com">info@thebagelbars.com</a>          Phone: 01 466 1670</p>
<b>Product mix</b>	<p>Bagels, toasties, wraps, paninis, sandwiches, subs, breakfasts, hot beverages and smoothies, pastries and salads.</p> <p>All foods are assembled to order in store with the exception of pastries. Storage facilities are in place for chilled and frozen produce.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company has recently consolidated its supplier base by moving much of the distribution to one provider, Musgrave Foodservices.</p> <p>The Bagel Bar has a number of new concepts which have been launched. These concepts are designed to provide broader breakfast and lunch solutions as opposed to the previous offerings which specialised in bagel and sandwich type meal solutions. Examples include a new value menu for bagels and a new range of paninis to complement the extensive rebranding of the franchise.</p> <p>Approaches from suppliers with products that will increase sales are always welcome. The company suggests that potential suppliers visit its outlets to identify where their products might complement or improve the existing range and contribute to the sales growth of both parties.</p> <p>The Bagel Bar is confident that the quality of its bagel differentiates it from its competitors. There is room for other brands in the Bagel Bar, e.g. healthy muffin options.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>For the Bagel Bar, purchasing is the art of optimising the balance between a number of considerations which include a desire to source locally, quality, price, shelf life and supply chain issues.</p> <p>All suppliers are audited by a third party nominated Health and Safety Officer who is currently provided by Biocare. Suppliers are audited against standards set by the Food Safety Authority of Ireland (FSAI) (associated with Biocare). The cost of these audits is part of the deal with franchisees.</p> <p>Purchasing is centralised through the Managing Director with whom terms are agreed. Orders are placed locally by each franchisee via phone, email or fax.</p> <p>Although there are no fixed tender dates, quarterly reviews are held with suppliers.</p> <p>Three to six deliveries are required per week, depending on the outlet. Deliveries are required before 10a.m.</p>
<p><b>Distribution providers</b></p>	<p>Distribution has been consolidated (principally with Musgrave Foodservices) to aid both the supply chain and meet the franchisee requirements.</p> <p>Vegetables are sourced locally at the discretion of each franchisee.</p>
<p><b>Advice to new suppliers</b></p>	<p>Potential suppliers should first visit an outlet and identify the opportunities for increasing sales. A call should then be put through to the Managing Director to briefly introduce the supplier and the proposition. This should be followed up with an email giving background information on the supplier and more detail on the proposition. The Managing Director will follow up on the email.</p>

## BB's Coffee and Muffins

Address Old Windmill Court, Lower Gerard Griffin Street, Limerick

Website: [www.bbcoffeeandmuffins.com](http://www.bbcoffeeandmuffins.com) Email: [emccormack@bbcoffeeandmuffins.com](mailto:emccormack@bbcoffeeandmuffins.com)

Phone: 061 319 181

<b>Company Profile</b>	<p>BB's is based in Ireland and the UK. The company has 26 stores in the Republic of Ireland. Two new stores opened this year in Kilkenny and Balbriggan.</p> <p>Predominantly based in shopping centres, BB's customer profile is 70% female, often with children, in the 30 – 45 year age bracket.</p>
<b>Relevant contacts</b>	<p>Emily McCormack: Brand Manager, Ireland &amp; UK Tel: 061 319 181 Email: <a href="mailto:emccormack@bbcoffeeandmuffins.com">emccormack@bbcoffeeandmuffins.com</a></p>
<b>Product mix</b>	<p>BB's caters for breakfasts, snacks and lunches with a core menu of muffins, wraps, panini, sandwiches, salads, baguettes, croissants (sweet and savoury), scones, tea, coffee and drinks. The stores are based in shopping centres with increasingly late opening hours up to 9p.m.</p> <p>All food is cooked from scratch in each branch with bakers baking from 6.30/7 a.m. every morning.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key area for growth for BB's is muffin product extension and new bread carriers and fillings for sandwiches. They are willing to work with suppliers with innovative ideas to develop menu options with high potential that will help to differentiate BB's from their competitors.</p> <p>BB's has an appetite for quality, artisan, made in store type products. They do not like mass produced foods, preferring wholesome products made using high quality ingredients. There is a strong focus on the development of new lines of products, e.g. healthy eating options.</p> <p>There may be opportunities for high quality ready-to-cook or bake products at a reasonable cost.</p> <p>BB's imports particular food products from outside of Ireland where they believe the quality is better than that available locally e.g. croissants, pastries and grade AA frozen fruit from France. However, they are open to the possibility of import substitution should a locally produced product match or exceed their quality requirements.</p> <p>There is little room for brands in BB's as 90% of products sold are sold under the BB's Coffee and Muffins brand. A new own-brand range of chocolates was introduced to customers in 2011.</p> <p>Both chilled and frozen storage facilities are available and the preference varies by product.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>BB's have a preference to source food products and ingredients locally if they can achieve the right price for the right quality. Consistent quality and service are key purchasing decision criteria.</p> <p>BB's also has a preference to deal with producers with nationwide distribution.</p> <p>All direct suppliers premises are audited using internal audit criteria for quality control purposes and the stores themselves audit the delivery trucks monthly for temperature control purposes.</p> <p>All purchasing decisions are made, and the terms agreed, by the Brand Manager for stores on the island of Ireland. The stores themselves place the orders. All deliveries are made direct to store or via a central distributor.</p> <p>All contracts with current suppliers are tendered out bi-annually. This is done on a direct basis.</p> <p>Case size and shelf life requirements vary by product.</p>
<p><b>Distribution providers</b></p>	<p>Suppliers with nationwide distributions deliver directly to BB's, four days per week.</p>
<p><b>Advice to new suppliers</b></p>	<p>The Brand Manager would prefer to be contacted via email or landline.</p>

## Butlers Chocolate Café

Address: Butlers Chocolates, Clonshaugh Business Park, Dublin 17

Website: [www.butlerschocolates.com](http://www.butlerschocolates.com) Phone: 01 671 0599 Email: [chocolate@butlers.ie](mailto:chocolate@butlers.ie)

<b>Company Profile</b>	<p>Butlers first started making chocolate in 1932. They opened their first café in Dublin in 1998. They now operate 14 cafés in the Irish market, the majority of which are located in the greater Dublin area, with one in Cork and one in Galway. They have a strong presence in Dublin Airport. The company also has a number of international branches including a company-owned store in London and a number of franchised units.</p> <p>The Irish branches are all company-operated.</p>
<b>Relevant contacts</b>	<p>Retail Director: Michelle McBride  Email: <a href="mailto:michelle@butlers.ie">michelle@butlers.ie</a>  Phone 01 671 0599</p>
<b>Product mix</b>	<p>Butlers Chocolate Café's main areas of focus include chocolate, hot chocolate and speciality coffee in parallel to an extensive menu of sweet treats and a limited savoury food offer. In more recent times, Butlers have expanded their food offer which now includes categories such as confectionery (both chilled and ambient), pastries, sandwiches and ice cream. Not all of the outlets can stock the full range due to space and storage restrictions.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Butlers is currently reviewing its café offer with a view to upgrading the existing range and adding new innovative products to the overall mix. As part of the current work stream, opportunities exist for a variety of foods including cold breakfast options, individual savoury tarts and tartines, salads, tray bakes (both hot and cold) and ambient products such as scones, chocolate biscuit cakes, etc.</p> <p>Other particular products of interest include pastries and continental sweet bakery type products.</p> <p>There is limited scope for branded product within the Butlers range and the preference is for product to be sold loose as part of the Butlers Chocolate Café range.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Butlers are always keen to look at new products. However, in categories where they have already established a supply base, they prefer to operate a partnership model and stay with the same producer over a period of time.</p> <p>Producers should have HACCP as a minimum standard and the company will work at developing these standards over time with their producers. Contact should be made with the Retail Director by email and once interest is signalled in your range, a small quantity of samples should be supplied.</p>



	The business can stock either chilled or frozen product with a preference for chilled.
<b>Distribution providers</b>	<p>All distribution to Butlers Chocolate Café is provided by the individual producers.</p> <p>Producers are expected to supply the high volume stores in Dublin a number of times per week but the company is willing to consider a more limited delivery service to the Galway and Cork stores, with the option of looking at frozen products for these stores also.</p>
<b>Advice to new suppliers</b>	<p>Butlers place a strong emphasis on producers taking ownership of the account and providing good key account management skills.</p> <p>Suppliers should have a healthy knowledge of the business before making any approach. Because of the nature of the café business, it is also important that producers exercise flexibility in the size and shape of products produced, as very often conventional sized products do not work in this arena.</p>
<b>Other information</b>	Payment terms are 30 days from invoice.

## Esquires Coffee Houses

Address: Vision House, 16 Briarhill Business Park, Ballybrit, Co. Galway

Website: [www.esquirescoffee.ie](http://www.esquirescoffee.ie) Phone: 091 700 055 Email: [info@esquirescoffee.ie](mailto:info@esquirescoffee.ie)

<b>Company Profile</b>	<p>Esquires is a franchise business with six outlets in Ireland managed by Esquires Head Office in Galway, with plans to launch four more in 2012. There are a further 35 outlets in the UK.</p> <p>The main activity of the stores is to provide a full range of hot and cold drinks, breakfast items, light lunch and snack products.</p> <p>The turnover for 2010 was €4.2 million in retail value.</p> <p>All outlets are based in shopping centres, retail parks or town centres and cater for all demographics.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Tony McVerry Email: <a href="mailto:tony@esquirecoffees.ie">tony@esquirecoffees.ie</a> Phone: 091 700055</p> <p>Operations Manager: Aiden Keegan Email: <a href="mailto:aiden@esquirescoffee.ie">aiden@esquirescoffee.ie</a> Phone: 086 172 8749</p>
<b>Product mix</b>	<p>The product mix is hot and cold drinks e.g. coffees, frappes, teas, fresh juices, milkshakes, smoothies, soft drinks, sandwiches, paninis, ciabattas, baguettes, pizzas, wraps, cakes and pastries.</p> <p>Baked goods are prepared in-house at each store.</p> <p>Meats are bought in pre-cooked and are reheated in-store.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas for growth are expansion of outlets into Dublin and large town centres nationwide. Four new outlets are being launched by Esquires in 2012.</p> <p>There is a growing demand for gluten-free products and opportunities exist to provide a range of gluten-free products, provided the products are at a reasonable cost. The company perceives existing gluten-free Irish suppliers as too expensive and cites the need for producers to demonstrate flexibility vis a vis smaller batch sizes for individual coffee houses.</p> <p>All products are sourced from Irish producers and distributors, with the exception of their coffee which is imported and sold under their own brand. Esquires would consider introducing new brands to stores that match their product mix.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Esquires sources predominantly from Irish distributors, as they can bulk-buy for the best terms and gain national distribution. There is a preference for Irish produce through distributors.</p> <p>Bread, fruit and vegetables are all sourced locally.</p>

	<p>Esquires prefer to minimise the total number of suppliers to five or six in order to make it easier for the franchisees.</p> <p>The Company's purchasing policy is quality first, service second and competitive pricing third.</p> <p>Supplier requirements are ISO 9002 and HACCP.</p> <p>Purchasing is centralised through the Operations Manager. The Operations Manager and the Managing Director negotiate with suppliers. The stores place the orders from an approved list of suppliers.</p> <p>Deliveries are made direct to stores, three to six days per week.</p> <p>Produce is predominantly chilled, with two thirds of products chilled and one third frozen. The chilled component is growing.</p> <p>Preferred case size and shelf life requirements vary by product.</p>
<b>Distribution Providers</b>	Pallas Foods and Cuisine De France.
<b>Advice to new suppliers</b>	<p>New suppliers should approach the Operations Manager.</p> <p>The company is anxious to buy Irish.</p>
<b>Other information</b>	Credit terms are 30 days from the end of the month.

## Insomnia

Address: Insomnia Head Office, 4 St. Stephens Green, Dublin 2

Website: [www.insomnia.ie](http://www.insomnia.ie) Phone 01 671 9662 Email: [info@insomnia.ie](mailto:info@insomnia.ie)

<b>Company profile</b>	<p>Insomnia (Red Coral Catering Ltd) is the largest leading independent premium coffee and sandwich retail chain in Ireland. The company was established in 1997 in a bookstore in Galway and expanded over four years with the addition of five outlets in Dublin. In 2003, the company merged with the gourmet sandwich company, Bendini &amp; Shaw, to combine a quality food offering with its hot beverage range.</p> <p>In 2005 the company acquired the Perk cafe chain. The company grew rapidly and now has 60 outlets, which includes high street shops and partnerships with SPAR/BWG, Eason, Meadows &amp; Byrne, and Gardenworks (Plantagen). In addition, the company has a large number of self-service units in operation.</p> <p>In January 2008, a large diversified Icelandic group, Penninn, purchased a 51% stake in the company with the founding shareholders remaining active in the business at that time. In December 2010, Penninn sold their interests in the company, which is now owned equally by Bobby Kerr (Chairman), Harry O’Kelly (CEO) and John Clohisey.</p>
<b>Relevant purchasing contacts</b>	<p>Marketing Manager: Marjolein ten Berge Email: <a href="mailto:marjolein@insomnia.ie">marjolein@insomnia.ie</a></p> <p>Operations Manager: Radka Smiskova Email: <a href="mailto:radka@insomnia.ie">radka@insomnia.ie</a></p>
<b>Product mix</b>	<p>Insomnia’s primary product category is hot beverages with a strong focus on coffee. Complimentary product categories are food, baked goods, snacks and cold beverages.</p> <p>The company values keeping their product range new and exciting by introducing new products across all categories several times within a given year.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Insomnia always strives for innovation and growth across all product categories. In 2011, they introduced: porridge, a low fat sandwich range, fairtrade hot chocolate, new Panini varieties, new wrap varieties, new muffins, new logs, a new flapjack brand, impulse products and a brand new Irish herbal tea brand. All products have shown success and the company is constantly looking to improve products across all categories.</p> <p>Of particular interest is gluten free food, baked goods and snack product areas. Seasonal and holiday product is also an area of strong interest as well as impulse products. Any unique products which can help distinguish Insomnia in the current market and assist in creating a special experience in Insomnia is something that will be considered.</p>

<b>Purchasing policy and supplier requirements</b>	<p>Insomnia has a preference for locally sourced product with reasonable shelf life. However, all companies are reviewed and considered for possible partnership.</p> <p>The ability to produce and deliver product seven days a week is highly desired.</p> <p>The ability to accept orders from each individual shop is required. Suppliers must be listed with BWG or willing to go through the process of being listed with BWG in order to supply Insomnia.</p> <p>Suppliers are frequently reviewed and audited to ensure product quality and suitable working conditions.</p> <p>Purchasing decisions are a collective effort made by the NPD team. Appearance, taste, quality and cost are the most important factors which influence a purchasing decision.</p>
<b>Distribution providers</b>	<p>Some product is delivered directly by the supplier but the majority of product is delivered by one of the following distributors: Zeus, BWG and Pallas.</p>
<b>Advice to new suppliers</b>	<p>It is very important to be familiar with the Insomnia shop layout/space available. Product range, demographic and customer preferences are all important factors which should be reviewed to better understand if there is product fit. Brand fit is also very important. Insomnia is open to considering a wide range of product.</p>
<b>Other information</b>	<p>Credit terms are 30 days.</p>

## Munchies Dining Ltd.

Address: Eastpoint Business Park, Alfie Byrne Road, Dublin 3

Website: [www.munchies.ie](http://www.munchies.ie)

Phone: 01 613 7707

email: [info@munchies.ie](mailto:info@munchies.ie)

<b>Company Profile</b>	<p>Munchies was established in 1987 during the last recession by Elaine O’Hora and currently comprises 8 franchised coffee shop and sandwich bar outlets in the greater Dublin area.</p> <p>The company also offers an office delivery service of “platters” for meetings, training courses and lunches. Purchasing is centralised.</p> <p>Clientele is mainly comprised of office workers, but also incorporates students and a wider mix, depending on location.</p>
<b>Relevant purchasing contacts</b>	<p>Director: Elaine O’Hora Email: <a href="mailto:elaine@munchies.ie">elaine@munchies.ie</a></p> <p>Operations Director: Charlotte Devlin Email: <a href="mailto:charlotte@munchies.ie">charlotte@munchies.ie</a></p> <p>Email is preferred method of contact.</p>
<b>Product mix</b>	<p>Munchies offers a range of sandwiches, melts, toasted bagels, scones salads and soup – all freshly made and available to take away or eat in. They also offer breakfast rolls and daily favourites such as burgers/meatballs etc.</p> <p>The majority of meats are bought in pre-cooked due to limited space for on-site cooking facilities. Smoothies, lemonade and fresh orange juice are made onsite.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Opportunities exist for Irish manufacturers of pre-cooked meats for sandwiches and good quality ready meal offerings.</p> <p>Munchies are actively seeking Irish and organic produce. The company currently uses organic coffee and eggs and is looking to import organic soya milk also. Opportunities exist for producers who can supply organic meats to the company.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Quality of product first and foremost is of utmost importance to Munchies, along with open communications and a partnership approach. Munchies will look for a willingness from suppliers to accept extended credit terms.</p> <p>Munchies seek the relevant food safety standards from suppliers and HACCP certification. The company carries out audits of supplier premises, for which there is no charge.</p>
<b>Distribution providers</b>	<p>Munchies deal direct with a number of their suppliers, but also source from interim wholesalers such as Pallas Foods, La Rousse and Deli Masters.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should contact the Operations Director by email.</p>
<b>Other information</b>	<p>Credit terms are 30 days.</p>

## Streat Cafés (The)

Address: c/o Henderson Foodservice, Hightown Avenue, Mallusk, Newtownabbey, BT36 4RT  
 Website: [www.thestreat.com](http://www.thestreat.com) Phone: 028 90 42 42 80 Email: [info@thestreat.com](mailto:info@thestreat.com)

<b>Company Profile</b>	<p>The Streat Cafés is a franchise operation, established in Belfast 10 years ago. There are now 30 branches throughout Ireland, 25 in NI and 5 in ROI. Expansion is continuing into Scotland with 4 sites now open.</p> <p>In ROI the branches are located in Portlaoise, North Wall Quay, Dublin, City West SC and The Square, Tallaght, with two more sites to open in ROI in 2011 in Clondalkin and Tralee.</p> <p>The main activity is deli-style cafés located in market town centres, shopping centres and city centres.</p> <p>In NI, the company has expanded into a ‘Food to Go’ offering in SPAR outlets (due to the partnership with Hendersons). Growth is likely to continue in this area and the company is looking at a similar model in ROI – although via alternative convenience outlets as the SPAR partnership with Hendersons does not extend to ROI.</p> <p>The Streat Cafés have now come under the ownership of the Henderson Group since January 2010 and are another division of the group along with Henderson Wholesale, Henderson Spar etc.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Fiona Grant                  Email: <a href="mailto:fiona@thestreat.com">fiona@thestreat.com</a>                  Phone: 028 90 424 280</p> <p>All new products must get sign-off from the Henderson Group.</p>
<b>Product mix</b>	<p>The food offering is deli style and covers breakfast products, sandwiches (wraps, paninis, ciabatta, and soda bread), hot food (hot dogs, soups), salads, desserts, treats, a kids menu, juices and smoothies and a range of teas and directly sourced coffees. The dessert range has been increased with products such as gateaux and cheese cakes.</p> <p>There has also been the investment of a Turbo Chef oven for all shops with additional hot food offerings such as pizza, bake-off for breads and Danish pastries etc.</p> <p>All meal and snacking occasions are catered for.</p> <p>The cuisine ranges from traditional Irish to continental European.</p> <p>Most food products are pre-prepared and ready to serve in the cafés.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key area for growth is in the varieties of treats and snacks. Streat Cafés is keen to expand their range of gluten free products for this category and those for customers with other dietary requirements.</p>

	<p>The company is still looking for gluten free products and considering a wider range than just bakery/confectionery i.e. gluten free savoury lunch offering. There is a minimum quantity of a case per product for each café, which can be an issue for having availability of gluten free products at all times.</p> <p>There is a move towards introducing more pre-packed items to the range of food sold. Opportunities exist for packaging suppliers to fulfil this requirement.</p> <p>Hot handheld snacks are another area of opportunity for suppliers.</p> <p>There has been some room for brands at the impulse section (till area) of each shop.</p> <p>All other products are sold under Streat Cafés own label.</p>
<b>Purchasing policy and supplier requirements</b>	<p>All products including fresh fruit, vegetables, bread and milk are purchased through Henderson Foodservices.</p> <p>The number one criteria for Streat Café's purchasing policy is a supplier's distribution network. All suppliers must have nationwide distribution (32 counties) and be in a position to deliver direct to each of the cafés or make arrangements to distribute through Hendersons. Quality, price and consistency are secondary considerations.</p> <p>All purchasing is centralised through the Purchasing Manager. All new samples of products should be submitted to Head Office. The Purchasing Manager approves all new accounts and new products, and informs Hendersons Head Office of the nominated panel of suppliers for their approval.</p> <p>The cafés themselves place the orders and all distribution is handled through Hendersons, direct from the warehouse.</p> <p>The preferred case size and shelf life expectations and requirements are subject to individual specs as set out in the terms agreed with the Purchasing Manager.</p>
<b>Distribution Providers</b>	<p>Hendersons is the main distributor for all of the Streat Cafés food and beverage products.</p> <p>Producers of individual items and smaller producers will be put into contact with Hendersons by the Purchasing Manager.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should send product samples into the Purchasing Manager at Head Office.</p> <p>Initial contact should be made with the Purchasing Manager. However suppliers will be dealing mostly with Hendersons.</p>
<b>Other information</b>	<p>Credit terms are 30 days, though there are other options for seven days.</p>



## Zumo International Ltd

Address: Unit 239-240, The Capel Building, Mary's Abbey, Dublin 7

Website [www.zumobars.com](http://www.zumobars.com) Phone: 01 878 8641 Email: [info@zumojuicebar.com](mailto:info@zumojuicebar.com)

<b>Company Profile</b>	Zumo Juice and Smoothie Bars was founded in 2001 and today Zumo is the largest juice and smoothie bar chain in Europe with over 95 establishments in 13 countries, 20 of which are in Ireland.
<b>Relevant contacts</b>	Ian Mullin is the Product Development Manager for Zumo and is the first point of contact for any new producers and products. He can be contacted at <a href="mailto:ian.mullin@zumojuicebar.com">ian.mullin@zumojuicebar.com</a> .
<b>Product mix</b>	Smoothies, juices, food supplements, hot soups, hot juices, parfait pots, fruit salad pots, yogurt pots, wraps, mixed nuts (loose and prepacked) and cereal bars.
<b>Opportunities for Irish food and drink suppliers</b>	<p>Zumo is in the process of expanding its product range.</p> <p>There are opportunities for Irish suppliers in innovative new food products that tie in well with the Zumo brand. All products stocked are of a health conscious nature with a functional element included.</p> <p>Taste, quality and consistency with year round availability are some of the key elements Zumo looks for. Although Zumo prefers to source locally, an Irish product would have to be of equal or better quality and value to compete with imported products.</p> <p>As it is now a multinational company, Zumo is keen to meet suppliers with international distribution chains.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Quality and taste are key factors in Zumo's purchasing policy. Price is now also a major consideration. Zumo looks for very high quality ingredients at competitive prices.</p> <p>When looking to source a new product, the Product Development Manager will test multiple options for quality and taste and then pass the shortlist to the Purchasing Manager who will look at the commercial viability of each product.</p> <p>Zumo requires relevant food safety and HACCP compliance certificates.</p> <p>All approaches from new suppliers are welcome.</p>
<b>Distribution providers</b>	Zumo prefers to deal directly with suppliers. Distributors are only used for dry and frozen foods. For information on distribution lines contact the Zumo support office on 01 878 8641.
<b>Advice to new suppliers</b>	<p>New suppliers should contact the Product Development Manager in the first instance.</p> <p>Company presentation and product samples should be made available after commercial viability is determined.</p>
<b>Other information</b>	Credit terms are 45 to 60 days.



## HOTELS

## Carlton Group

Address: Carlton Hotel, Old Airport Road, Dublin Airport, Co. Dublin

Website: [www.carlton.ie](http://www.carlton.ie)

Phone: 01 827 5600

Email: [eoconnell@carlton.ie](mailto:eoconnell@carlton.ie)

<b>Company Profile</b>	<p>The Carlton Group is an Irish owned hotel group that was founded in 2004 and has grown to a current total of 10 hotels.</p> <ul style="list-style-type: none"> <li>• Carlton Hotel Tralee, Co. Kerry</li> <li>• Carlton Shearwater Hotel &amp; C Spa, Ballinasloe, Co. Galway</li> <li>• Carlton Hotel Blanchardstown, Co. Dublin</li> <li>• Carlton Millrace Hotel &amp; C Spa, Bunclody, Co. Wexford</li> <li>• Carlton Kinsale Hotel &amp; C Spa, Co. Cork</li> <li>• Carlton Hotel Galway City, Galway</li> <li>• Carlton Dublin Airport Hotel, Co. Dublin</li> <li>• Carlton Castletroy Park Hotel, Limerick</li> <li>• Carlton Atlantic Coast Hotel &amp; C Spa, Westport, Co. Mayo</li> <li>• Carlton Abbey Hotel &amp; C Spa, Athy, Co. Kildare</li> </ul> <p>A new hotel opened in Blanchardstown in 2011.</p> <p>Food turnover for the group was approx. €15 million at retail value in 2010 and it is expected that this figure will be in the region of €18 million in 2011-2012.</p> <p>The group's main activities are the provision of accommodation, food and beverages and leisure and spa facilities.</p> <p>The group has invested heavily in their facilities including kitchens, menus and IT systems over the previous year.</p>
<b>Relevant contacts</b>	<p>Group Procurement Manager: Eric O'Connell          Phone: 01 827 5625          Mobile: 086 043 8351          Email: <a href="mailto:eoconnell@carlton.ie">eoconnell@carlton.ie</a></p>
<b>Product mix</b>	<p>Cuisine and menus are tailored by each hotels' head chef. In general, the types of cuisine on offer are Irish, European and Asian. There has been an increased trend towards more local/regional food in each hotel, e.g. a dedicated Fishworks Café in the Westport hotel.</p> <p>All meals are prepared and cooked in house. The only ingredients purchased ready to cook are carrots and potatoes. Approximately 35% of desserts are bought in prepared. Some cooked meats are purchased for the preparation of fresh sandwiches.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Growth is currently coming from the addition of more hotels to the group. The cost of 'prepared to cook' ingredients is seen as a barrier.</p> <p>However, the group will always look at the supply of value added 'prepared to cook' ingredients, where quality has to be right and the proposition must be commercially attractive. Maintaining the high quality of the food offering in the recession has been a key strength of the group.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>Purchasing policy is quality of food first followed by price.</p> <p>All suppliers must be HACCP compliant. Purchasing is centralised through the Group Procurement Manager. Contracts for supply of meat are agreed quarterly. Contracts for supply of fruit and vegetables are agreed monthly. Fish and some local produce are bought at the market rate on the day.</p> <p>The purchasing decisions are influenced by the chefs. However, the final decision and responsibility for price negotiation rests with the Group Procurement Manager.</p> <p>Orders are placed locally by chefs. All orders are placed on line with suppliers receiving notification of the order via email.</p> <p>Frequency of supply varies from daily for bread, to every second day for meat and weekly/monthly for ambient products, depending on the shelf life and storage requirements.</p> <p>Irish certified meat is sourced and displayed on menus.</p>
<p><b>Distribution providers</b></p>	<p>Details of distributors can be obtained from the Group Procurement Manager.</p>
<p><b>Advice to new suppliers</b></p>	<p>The Group Procurement Manager is the point of contact for proposals to supply. There is a preference for buying a range of products from a single supplier as opposed to buying a small number of products from a multitude of suppliers. Direct supply is possible, but distribution via a distributor is the preferred route.</p> <p>New suppliers are advised to make initial contact with the Purchasing Manager. Matter of fact proposals with competitive pricing are preferred.</p>

## Clarion Hotel Group

Address: Group Office, Clarion Hotel Dublin IFSC, Dublin 1

[www.clarionhotelsireland.com](http://www.clarionhotelsireland.com) Phone: 01 433 8800 Email: [skennedy@firstchoicepurchasing.com](mailto:skennedy@firstchoicepurchasing.com)

<b>Company Profile</b>	<p>The group operates 7 hotels in the Republic of Ireland:</p> <ul style="list-style-type: none"> <li>• Clarion Hotel, IFSC</li> <li>• Clarion Hotel, Dublin Airport</li> <li>• Clarion Hotel &amp; Suites, Liffey Valley</li> <li>• Clarion Hotel, Limerick</li> <li>• Clarion Hotel, Limerick Suites</li> <li>• Clarion Hotel Gibson, Dublin</li> <li>• Clarion Hotel, Cork</li> </ul> <p>The Gibson Hotel opened in June 2010 and is located beside the O2 and the National Convention Centre.</p> <p>The group also manages Carton House Hotel, Maynooth, Co. Kildare.</p> <p>The main activity of the group is the provision of accommodation, restaurants and an extensive bar food menu in each hotel, food and beverages for the room service menu, meetings, conferences and weddings.</p> <p>The customer profile varies by location and season e.g. the IFSC hotel is predominantly corporate customers throughout the year except during the summer and other holiday seasons.</p>
<b>Relevant purchasing contacts</b>	<p>Siobhán Kennedy, Procurement Manager, First Choice Purchasing, Morrison House, Morrison's Island, Cork.          Phone: 021 490 8215          Desk: 021 490 8206          Mobile: 086 776 3838          Email: <a href="mailto:skennedy@firstchoicepurchasing.com">skennedy@firstchoicepurchasing.com</a></p>
<b>Product mix</b>	<p>The food offering covers breakfasts, lunches and dinners and all day service in the bars and room service. The group enjoys a very good local trade for lunchtime.</p> <p>The cuisine in the restaurants is modern Irish with a Continental and US influence. The majority of the bars also have an extensive Asian menu "Kudos".</p> <p>All food served by the group is cooked from scratch. The only exception to this is at very busy times e.g. Christmas parties, when some meat products will be bought in prepared to serve.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The group has very strong relationships with their existing suppliers, and they will look to them first to bring them innovative new products. The group is of the opinion that existing suppliers are able to supply all the products that the group currently requires.</p>

	<p>The group is looking to extend its range of “themes” on its menus, and will work with current suppliers to achieve this.</p> <p>The group imports very little, but is seeking to replace imported branded ambient goods with generic products of equal or better quality, as several of these are decanted.</p> <p>There is no room for brands in the operation due to pricing.</p> <p>The group has both chilled and frozen storage facilities.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The group has a strong preference to source locally where possible.</p> <p>Quality, service, full traceability and competitive pricing are all considerations in the group’s purchasing policy.</p> <p>HACCP is a minimum requirement and the group has its own personnel to carry out hygiene, health and safety audits at potential producers’ and distributors’ premises prior to supply. These audits are at the supplier’s expense.</p> <p>All purchasing is centralised through the Procurement Manager, who has substantial purchasing power. Together with the Financial Controller, the Procurement Manager puts together a purchasing manual with all of the specifications and terms which have been agreed with suppliers. All chefs must adhere to this manual. The Procurement Manager carries out two audits per annum of the hotels to ensure that the staff have purchased in accordance with the purchasing manual.</p> <p>Tenders for supplies are based on a unit cost per kilogramme. Due to strong relationships with existing suppliers, there are no set tender dates. All suppliers are continuously under review.</p> <p>Preferred case size and shelf life expectations are set out in the specification for each product.</p>
<b>Distribution providers</b>	<p>The group purchases from the following distributors and suppliers:</p> <ul style="list-style-type: none"> <li>• Musgraves</li> <li>• O’Mahoney Meats, Dublin</li> <li>• Quigley Meats</li> <li>• Bewleys</li> <li>• Irish Pride for breads</li> <li>• Hanlons for fish</li> <li>• Fyffe’s and Keeling for fruit &amp; vegetables</li> <li>• La Rousse for speciality products</li> </ul>
<b>Advice to new suppliers</b>	<p>Producers and suppliers need to be mindful of the strong relationships that the operator has developed with its current suppliers. Research the menus and understand the levels of quality, competitive pricing, service levels and traceability currently enjoyed.</p>
<b>Other information</b>	<p>First Choice Purchasing also offers its purchasing services to smaller</p>

	<p>stand-alone hotels, guesthouses and nursing homes.</p> <p>A mixture of fixed price and Long Term Agreements (LTAs) will continue as part of purchasing strategy.</p> <p>Credit terms are 30-45 days.</p>
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## Dalata Management Services

Address 9 Leopardstown Office Park, Burton Hall Avenue , Sandyford, Dublin 18  
 Website: [www.dalatahotelgroup.com](http://www.dalatahotelgroup.com) Phone: 01 206 9400 Email: [info@dalatahotelgroup.com](mailto:info@dalatahotelgroup.com)

<b>Company Profile</b>	<p>Dalata Group is now the largest hotel operator in Ireland with just over 3,000 hotel rooms. Dalata Group is a wholly Irish owned consortium which is led by hotel operator Pat McCann.</p> <p>As part of the group, Dalata run the Maldron hotels which has its flag ship 4 star Maldron Hotel in Dublin 2. All other Maldron hotels are 3 star. There are eleven Maldron Hotels in total (five in Dublin and one in Cardiff, Cork, Galway, Limerick, Portlaoise and Wexford).</p> <p>As well as running the Maldron Hotels, Dalata Management Services (another division of The Dalata Group) specialises in taking over the management of third party hotels, some of which are in receivership.</p> <p>Dalata Management Services manages 12 partner hotels:</p> <ul style="list-style-type: none"> <li>• Belvedere Hotel, Dublin</li> <li>• Finnstown Country House, Lucan</li> <li>• Clayton Hotel, Galway</li> <li>• Diamond Coast Hotel, Sligo</li> <li>• Whites of Wexford</li> <li>• Portlaoise Heritage Hotel</li> <li>• City West Hotel, Saggart, Co. Dublin</li> <li>• Heritage Golf and Spa Resort, Killenard, Co. Laois</li> <li>• Shannon Oaks Hotel, Portumna</li> <li>• Cavan Crystal Hotel, Cavan</li> <li>• Breaffy Resort Hotel, Castlebar</li> <li>• Clare Inn Hotel, Dromoland, Co. Clare</li> </ul>
<b>Relevant contacts</b>	<p>Purchasing Manager: Tony McGuigan                  Email: <a href="mailto:tmcguigan@dalatahotelgroup.com">tmcguigan@dalatahotelgroup.com</a>                  Phone: 01 206 9400</p>
<b>Product mix</b>	<p>All eating occasions are catered for: breakfasts, hot and cold lunches, bar food, dinners and snacks.</p> <p>The cuisine is modern Irish and European.</p> <p>Demand for semi-prepared food is greater in the smaller hotels where they do not have full restaurant facilities. The larger hotels cook from scratch. Semi-prepared options include fish, vegetables and meat (which is pre-prepared by their butcher).</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Dalata Group actively encourages Irish producers and all red meat is 100% Irish. However, producers must be conscious that their pricing must be competitive due to consumer pressure on menu prices.</p> <p>There continues to be plenty of room for producers with innovative products.</p>

	<p>The group has seen a big switch towards more traditional Irish dishes or “comfort food”, a typical trend during a recession. The group is currently working with the butchers that supply all hotels to provide additional menu options to meet this demand.</p> <p>The key elements of the group’s offering that are not produced in Ireland are breakfast bacon and some poultry products. This is based on a pricing issue.</p> <p>The group already works with certain brands and there is room for growth in this area.</p> <p>With the economic downturn and growing competition for hotel room rates, there is recognition that the food and beverage side of the hotel business is important in terms of winning new business and Dalata has seen a trend towards fresh chilled produce and away from frozen produce.</p> <p>Gluten free is an area of opportunity for suppliers. For some of the larger hotels finger food is an opportunity area also.</p> <p>Deskilling in some of the kitchens has meant there are plenty of opportunities for producers to prepare more product off-site.</p> <p>Bar food has become increasingly important, with business in many hotel restaurants being replaced by an uptake in the bar food menus. Producers should look to see how their product range can fit within this. Artisan producers are welcome to approach the group.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>Many of the key categories are tendered and producers need to understand the tender schedule by contacting the Purchasing Manager.</p> <p>Distribution capability and HACCP are key requirements. The Purchasing Manager will visit potential suppliers who will also need to have an audit by a third party consultant. These audits are usually for large distributors etc. If smaller producers supply a large third party (e.g. multiple retailer), then their accreditations are accepted.</p> <p>Producers are named on the menus where appropriate and a producer with an innovative product should request this support.</p> <p>Quality and service levels are the most important purchasing policy variables and price increasingly so. This is due to the fact that the group has had to reduce prices to end customers by 20–30% in light of the current economic climate, while at the same time there is an increasing focus on quality.</p> <p>Purchasing is centralised through the Purchasing Manager, who sets the terms. The hotels themselves place the orders with approved producers. Some hotels use local producers on the basis of existing</p>

	<p>supply contracts. All supplies are tendered for on an annual basis.</p> <p>Deliveries are made directly to the hotels. Fresh food is delivered on a daily basis and dry and frozen goods, three times per week. The case size and shelf life expectations are detailed in the specifications for each tender.</p>
<b>Distribution providers</b>	<p>Pallas Foods is used for some chilled product and as a back-up supplier for meat. Brakes supply the majority of frozen, chilled and ambient product. Heaney Meats supply 95% of fresh meat to the group with the balance been provided by Hicks Meat. Dairyland cuisine supplies milk and butter. Irish Pride supplies bread.</p>
<b>Advice to new suppliers</b>	<p>Dalata Group is looking for suppliers to come to the group with interesting ideas.</p>
<b>Other information</b>	<p>Credit terms are 30 days end of month.</p>

## Doyle Collection

Address: 146 Pembroke Road, Dublin 4

Website: [www.doylecollection.com](http://www.doylecollection.com)      Email: [ray\\_shannon@doylecollection.com](mailto:ray_shannon@doylecollection.com)

Phone: 01 607 0076

<b>Company Profile</b>	<p>The Doyle Collection consists of three hotels in Ireland: The Westbury in Dublin, Croke Park Hotel and The River Lee Hotel in Cork. There are a further four hotels in the UK (London &amp; Bristol) and four hotels in the US (Washington DC &amp; Boston).</p> <p>The main activities are the provision of 4 star plus and 5 star accommodation, fine dining restaurants, cafés, food and beverages, meetings, conferences and weddings.</p> <p>The Group's 2010 annual turnover for food and beverage was approx. €23 million at retail value. The group expects to increase this to €25 million by 2012. The turnover in the Irish food operations will be in the region of €6.5m in 2011, excluding beverage sales.</p> <p>The customer profile is now 55% corporate and 45% leisure.</p>
<b>Relevant purchasing contacts</b>	<p>Ray Shannon is the Group General Manager, Cost and Procurement. Email: <a href="mailto:ray_shannon@doylecollection.com">ray_shannon@doylecollection.com</a> Phone: 01 607 0076</p> <p>Andrea Wehrley is the Assistant Group Procurement Manager, and deals with Irish Food &amp; Beverage Suppliers. Email : <a href="mailto:andrea_wehrley@doylecollection.com">andrea_wehrley@doylecollection.com</a> Phone 01 607 0040</p> <p>For initial contact, please mail or email a company profile, i.e. a description of the products, specifications and contacts in advance of contacting the Purchasing Office.</p>
<b>Product mix</b>	<p>The hotel restaurants are full service. The group also caters for weddings, banquets and conferences.</p> <p>Restaurants cater for the high end of the market, with most food cooked from scratch in each of the restaurants.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas for growth for the group are external to Ireland. Following major refurbishments in 2008, the restaurants and banqueting areas in all three Irish hotels had further investment of approx €1 million in 2009.</p> <p>There remain strong opportunities for good artisan products across the board, but at the right price and with well organised distribution.</p> <p>There is also some room for artisan product brands on a joint branding basis on the restaurants' food menus.</p> <p>The group uses very little frozen food as a rule and this is unlikely to change.</p>

	All food offerings use Irish products as much as is feasible.
<b>Purchasing policy and supplier requirements</b>	<p>There exists a strong preference to source local produce.</p> <p>Good quality produce and products are the cornerstone of the group's purchasing policy. Equally, ingredient pricing is an important function, particularly at the moment when keen pricing is vital to facilitate customer value and special offer menus.</p> <p>Suppliers' premises are audited directly every 12 months. There is typically no charge to suppliers for these audits. Full HACCP and EHO accreditation and the most recent audit documentation must be available on request at all times.</p> <p>Purchasing is fully controlled on a central system through the Group General Manager, who also manages the expectations and requirements of the Head Chefs and Food &amp; Beverage Managers at each property.</p> <p>Tendering is generally every 12 months, but prices are monitored regularly as part of ongoing cost reviews and regular contact is kept with all incumbent suppliers.</p> <p>Pricing is based on fixed prices with no particular emphasis placed on LTAs, rebates/retrospective deals.</p> <p>Deliveries are made approximately five days per week and vary by product category. They must be made to each hotel individually.</p> <p>Payments are made through the central system at the group's Head Office with all statements, etc. handled there.</p> <p>Small case sizes are perfectly acceptable for artisan products.</p>
<b>Distribution providers</b>	Pallas Foods, Musgraves, Corrib Foods, Glanbia and Delice de France are the predominant distributors.
<b>Advice to new suppliers</b>	<p>New suppliers must be prepared before they approach the Purchasing Office, i.e. they must have done their market research and have spent time understanding and building their knowledge about the Doyle Collection business.</p> <p>The product offering must have a reasonable expectation to fit with the business or replace an already existing product. Distribution must be established, particularly for artisan foods. Alternatively, artisan producers should link in with one of the group's distributors to bring forward a proposal.</p>
<b>Other information</b>	Credit terms are 30 – 45 days maximum.

## Limerick Strand Hotel

Address: Ennis Road, Limerick City, Co. Limerick

Website: [www.strandhotellimerick.ie](http://www.strandhotellimerick.ie) Phone: (061) 421 800 email: [hello@strandlimerick.ie](mailto:hello@strandlimerick.ie)

<b>Company Profile</b>	<p>The Galway-based Lally family runs a number of businesses across the Irish hospitality sector. Additional hotels included within the Lally family portfolio are:</p> <ul style="list-style-type: none"> <li>• Kylemore Abbey, Connemara, Co. Galway</li> <li>• Harbour Hotel, Galway</li> <li>• Hilton Kilmainham, Dublin</li> <li>• Barnacles Hostels, Dublin and Galway</li> </ul> <p>This profile focuses on the Limerick Strand Hotel which opened its doors in May 2007. It is located on O’Callaghan Strand in the heart of Limerick City Centre.</p> <p>The four star hotel features 184 modern bedrooms, a bar and restaurant, ballroom, beauty salon, complete leisure facilities and a suite of conference facilities located on the 6<sup>th</sup> floor of the building. The ratio of Corporate and Leisure is split 50:50.</p> <p>The main focus of the hotel is accommodation, followed by their food and beverage offering. The company welcomes a large level of local business for functions and conferences. Business levels are spread over the entire week.</p>
<b>Relevant purchasing contacts</b>	<p>Assistant Account: Colette Gallagher Phone: 061 421800 Email: <a href="mailto:colette.gallagher@strandlimerick.ie">colette.gallagher@strandlimerick.ie</a></p> <p>Executive Chef: Tom Flavin Phone: 061 421800 Email: <a href="mailto:tom.flavin@strandlimerick.ie">tom.flavin@strandlimerick.ie</a></p>
<b>Product mix</b>	<p>The Limerick Strand Hotel caters for all dining occasions. Breakfast, lunch and dinner menus are all fully catered for.</p> <p>Weddings and other functions are also catered for at all times during the year through the hotel’s banquet menu.</p> <p>In addition, the Hotel’s resident cafe, the <i>Terrace Cafe</i> sells a range of homemade cakes and scones prepared by the Hotel’s pastry chef. The Hotel’s Executive Chef, Tom Flavin, has introduced a range of pantry products that is sold in the hotel including classic Caesar dressing and chicken liver parfait under “The Secret Ingredient” brand.</p> <p>Cuisine is a mix of modern Irish/European. Everything is prepared in the hotel kitchens from scratch.</p>

	<p>The hotel has three dedicated pastry chefs that prepare all desserts, pastries and other sweet products from scratch. Produce is sourced as much as possible locally.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There is an ethos of supporting local food and drink producers and new producers are welcome to approach the hotel.</p> <p>The group has very strong relationships with their existing suppliers, and they will look to introduce innovative new products. It is of the opinion that existing suppliers are able to supply all of their exiting requirements.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The Limerick Strand Hotel has a preference to source local Irish produce where possible.</p> <p>Full traceability from source to plate is required for inclusion on menus and website for customers. Quality and pricing play a huge role in deciding factors for certain produce.</p> <p>HACCP certification is a pre-requisite.</p> <p>Purchasing is centralised and the hotel works with other hotel groups from time to time to ensure better buying power and more competitive pricing.</p> <p>Negotiation and purchasing is mainly completed via the Executive Chef due to his existing strong relationships with suppliers.</p>
<b>Distribution providers</b>	<p>The Limerick Strand Hotel purchases from the following distributors and suppliers:</p> <ul style="list-style-type: none"> <li>• Musgraves</li> <li>• Heaney Meats, Galway</li> <li>• Bewleys</li> <li>• Cuisine de France</li> <li>• Irish Pride for breads</li> <li>• Dawn Dairies for milk</li> <li>• Rene Cusack for fish</li> <li>• Caroline Rigney for sausages</li> <li>• Clancy Lewis for fruit &amp; vegetables</li> <li>• Enda Aherne for local meats</li> <li>• Springfield organic garden for salad</li> <li>• Emly free range eggs</li> <li>• Pallas Foods and La Rousse for speciality products.</li> </ul> <p>Producers can deliver directly to the hotel.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should contact the Executive Chef by email with any requests as he is the final decider in all purchasing matters.</p> <p>Suppliers can contact the Executive Chef with queries for other hotels within the group. He will then refer them to the necessary contact.</p>

	Suppliers are advised that they must offer a competitive quote. The hotel is keen to source artisan products from local producers as there is a strong emphasis on supporting indigenous industry.
<b>Other information</b>	<p>Credit terms are 30 days.</p> <p>There is no room for brands within the company.</p> <p>The Limerick Strand Hotel has both chilled and frozen storage facilities.</p>



## Moran & Bewley's Hotels

Address: HQ Red Cow Complex, Naas Rd, Dublin 22

Website: [www.moranhotels.com](http://www.moranhotels.com) and [www.bewleyshotels.com](http://www.bewleyshotels.com)

Phone: 01 459 3650      Email: [info@moranhotels.com](mailto:info@moranhotels.com)

<b>Company Profile</b>	<p>The Moran and Bewley's hotel group have six hotels in Ireland and four in the U.K. In Dublin there are four Bewley's hotels and one Moran hotel – The Red Cow Complex. The remaining Irish based hotel (Silver Springs Moran) is located in Cork. The group is 14 years old.</p> <p>Each of the hotels offers a full service restaurant as well as extensive bar food menus catering for the needs of hotel guests and passing trade.</p> <p>All hotels offer excellent value for money and a range of facilities functions as well as for meetings and events.</p>
<b>Relevant contacts</b>	<p>Group Purchasing Manager : John Coleman          Email : <a href="mailto:john.coleman@bewleyshotels.com">john.coleman@bewleyshotels.com</a>          Phone : 01 871 1200</p>
<b>Product mix</b>	<p>All six Irish hotels offer a choice of full Irish and / or continental breakfast. The Group has recently introduced a breakfast initiative which ensures all of the ingredients of the "Fully Irish Breakfast" are sourced in Ireland including Bord Bia Quality Assured sausages and rashers and eggs and pudding.</p> <p>In addition to breakfast, the six Moran and Bewley's hotels offer an extensive carvery lunch, an Early Bird and an À La Carte evening menu with daily changing specials.</p> <p>The food style across the group focuses on using local and seasonal produce to reflect the best of what is Irish, but also includes an exciting mix of international flavours.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There is currently a growth in bar food as a result of some customers switching from restaurant fare to bar food. Special meal deals linked to the purchase of a beverage from the bar are working well.</p> <p>In response to consumer trends, there is an increased emphasis on providing a value for money food offering. Customers are increasingly opting for less expensive items on the menu e.g. chicken and fish dishes are growing in popularity at the expense of beef steaks.</p> <p>As much produce as possible is sourced locally and as part of the groups commitment to this they recently launched a new initiative called "Kitchen", which offers a new range of food options for diners concerned about the provenance of their food, the sustainability of fish and the welfare of animals.</p>

	<p>The hotel group supports many Irish businesses and some local suppliers, as part of this initiative which aims to provide choices for those diners concerned about where their food comes from and how it impacts on the environment.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The group has a preference for sourcing and using local produce.</p> <p>Quality, service and competitive pricing are the cornerstones of the group's purchasing policy. The group is loyal to its supplier base.</p> <p>Prospective suppliers are visited by a Head Chef and the Group Purchasing Manager for a facility tour. There are currently no charges for facility tours/supplier audits. Audits are typically conducted in relation to suppliers but may involve primary producers in certain cases.</p> <p>Purchasing for the six hotels is centralised through the Group Purchasing Manager. Tender dates and contract durations are not fixed. The Group Purchasing Manager consults with the Head Chef and the Financial Controller when making a purchasing decision.</p> <p>Terms are agreed with the Group Purchasing Manager and orders are placed directly by the chefs in each of the six hotels.</p> <p>Brian McCarthy, Group Chef for Bewley's Hotels Ireland, oversees the menu arrangements for the four Bewley's hotels. The two Moran Hotel's Executive Chefs are responsible for their respective menus. These are Carmel Whelan, on behalf of the Red Cow Complex and Kieran Brosnan for the Silver Springs Moran Hotel Cork.</p>
<b>Distribution providers</b>	<p>Distribution providers include Pallas Foods; Musgrave Foodservices (for ambient and frozen); Corrib Foods; Ashgrove Meats, Newcastlewest; Gold City Produce; Kerry Group; Alantis Seafoods and McNally BBQ.</p> <p>Orders are placed via phone and fax. Deliveries are received up to six days per week. The number of deliveries per week is minimised to maximise efficiencies.</p>
<b>Advice to new suppliers</b>	<p>Make contact with the Group Purchasing Manager via email and follow up with a phone call. Have thought through a method of distribution in advance of making contact.</p>
<b>Other information</b>	<p>Fixed pricing is generally in place but some suppliers have LTAs.</p>

## PREM Group

Address: 12, Lower Hatch Street, Dublin 2

Website: [www.premgroup.com](http://www.premgroup.com)

Phone: 01 639 1111

Email: [info@premgroup.com](mailto:info@premgroup.com)

<b>Company Profile</b>	<p>PREM Group are specialists in managing hotels and serviced apartments. With a current portfolio of properties spanning Ireland, the UK and Europe, the company offers a tailored solution to any hotel operation.</p> <p>In Ireland, the PREM Group is currently managing the following properties:</p> <ul style="list-style-type: none"> <li>• Aspect Hotel, Park West, Co. Dublin</li> <li>• Dublin City Inn, Talbot St, Dublin 1</li> <li>• Premier Apartments, Sandyford, Dublin 18</li> <li>• Premier Suites, Leeson St, Dublin 2</li> <li>• IMI Residence, Sandyford, Dublin 18</li> <li>• Aspect Hotel, Kilkenny</li> <li>• Tulfarris Hotel &amp; Golf Resort, Co. Wicklow</li> <li>• Osprey Hotel and Spa, Naas, Co. Kildare</li> <li>• Park Hotel, Virginia, Co. Cavan</li> <li>• Clanree Hotel, Letterkenny, Co. Donegal</li> <li>• Glenroyal Hotel, Maynooth, Co. Kildare</li> </ul>
<b>Relevant contacts</b>	<p>Purchasing Manager: Peter Flood          Phone: 01 639 1111          Email: <a href="mailto:pflood@trinitypurchasing.com">pflood@trinitypurchasing.com</a></p>
<b>Product mix</b>	<p>PREM Group hotels offer mainly traditional, European and Asian style foods on their menus. Most food is prepared on the day from scratch in each hotel to be consumed that day.</p> <p>Breakfast menu – cereals, pastries and breads, fully cooked breakfast and juices.</p> <p>Lunch menu – either traditional carvery style or snack (sandwich, panini, soup etc) menus.</p> <p>Dinner – á la carte and table d’hôte menus available including mainly modern Irish and European dishes, with some Asian dishes on some menus.</p> <p>Functions – weddings, funerals, birthday parties, company functions etc.</p> <p>Hotels are equipped with both chilled and frozen storage facilities.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The PREM Group are always looking for good quality offerings at more affordable prices. Irish suppliers need to be able to compete on a price basis with their European counterparts if they are to be considered by PREM Group</p>

	<p>There exists an opportunity for producers who can supply traditional products that are made from natural ingredients with few additives or preservatives at competitive prices.</p>
<b>Purchasing policy and supplier requirements</b>	<p>PREM Group prefers to source Irish produce where possible, but price is the key consideration in all purchasing decisions.</p> <p>Supplier purchasing agreements exist with all key suppliers.</p> <p>Generally supply agreements are in place for a one year period. When these expire, they are go out to tender. All purchasing decisions are centralized and handled by Trinity Purchasing Solutions, a wholly owned subsidiary of PREM Group.</p> <p>Suppliers should log onto the Trinity Purchasing website <a href="http://www.trinitypurchasing.com">www.trinitypurchasing.com</a> and contact the Purchasing Manager for more information and details about how to become a nominated supplier. All suppliers are carefully vetted. References may be sought from other hotel groups.</p> <p>The frequency of deliveries depends entirely upon the needs of each hotel. Suppliers need to show flexibility in this regard.</p>
<b>Distribution providers</b>	<p>PREM Group uses a number of distributors.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should make contact through the Trinity Purchasing Solutions website at <a href="http://www.trinitypurchasing.com">www.trinitypurchasing.com</a> or send emails directly to <a href="mailto:info@trinitypurchasing.com">info@trinitypurchasing.com</a></p>
<b>Other information</b>	<p>Brands that are perceived to offer quality will always take preference provided they are at the right price point.</p> <p>Heat and Serve offerings will become more important as the quality of finished product improves as it reduces labour costs.</p>

## Rezidor Hotel Group

Address: Radisson Blu Hotel, Ennis Road, Limerick

Website: [www.rezidor.com](http://www.rezidor.com) Phone: 061 326 666 Email: [niall.kelly@rezidor.com](mailto:niall.kelly@rezidor.com)

<b>Company Profile</b>	<p>The Rezidor Hotel Group (Rezidor) is one of the fastest growing, hospitality companies in the world.</p> <p>Their mission is to bring a strong portfolio of contemporary hospitality products to the market in the shape of attractive, high performing hotels, restaurants and bars that create great value and trust for guests, property owners, shareholders and other stakeholders.</p> <p>Rezidor has two brands in the island of Ireland, Radisson Blu Hotels and Park Inn Hotels.</p> <p>Radisson Blu Hotels and Resorts are full service hotels that include a range of bars, restaurants, leisure facilities (such as spa and wellness centres), meetings and events venues.</p> <p>Park Inn is a fresh, innovative and affordable international hotel concept.</p> <p>The Rezidor Hotel Group in Ireland includes:</p> <ul style="list-style-type: none"><li>○ Radisson Blu Hotel, Athlone</li><li>○ Radisson Blu Hotel, Belfast</li><li>○ Radisson Blu Farnham Estate Hotel, Cavan</li><li>○ Radisson Blu Hotel &amp; Spa, Cork</li><li>○ Radisson Blu Hotel, Cork Airport</li><li>○ Radisson Blu Hotel, Dublin Airport</li><li>○ Radisson Blu Royal Hotel, Dublin</li><li>○ Radisson Blu St Helens Hotel, Dublin</li><li>○ Radisson Blu Hotel &amp; Spa, Galway</li><li>○ Radisson Blu Hotel, Letterkenny</li><li>○ Radisson Blu Hotel &amp; Spa, Limerick</li><li>○ Radisson Blu Roe Park Resort, Limavady</li><li>○ Radisson Blu Hotel &amp; Spa, Sligo</li><li>○ Park Inn Hotel, Shannon Airport</li><li>○ Park Inn Hotel Belfast</li></ul> <p>The hotels cater for all the needs of weddings, conferences, weekend breaks, business travellers, holiday makers and tour groups.</p> <p>In addition to catering for the dining needs of guests, there is a strong focus on encouraging local residents to enjoy the food on offer at each hotel.</p>
<b>Relevant contacts</b>	Purchasing Manager: Niall Kelly Email: <a href="mailto:niall.kelly@rezidor.com">niall.kelly@rezidor.com</a>

<p><b>Product mix</b></p>	<p>A standardised super breakfast buffet is provided across all the hotels in Ireland. After that, lunch and dinner menus are site specific, with each hotel having its own restaurant style. For example there is a French themed restaurant at the Radisson Blu Royal Hotel, Dublin and an Italian themed restaurant at the Radisson Blu St Helens Hotel, Dublin. A wide variety of cuisines are provided for across the hotels encompassing both local and international dishes.</p> <p>In addition to the restaurants, the hotels provide lobby and bar menus with many opportunities to snack throughout the day.</p> <p>Products sourced are predominantly fresh, with all food cooked from scratch by the Executive Chefs and their teams.</p>
<p><b>Opportunities for Irish food and drink suppliers</b></p>	<p>Rezidor has a strong preference to buy local and encourages local producers of meat, fish, dairy, and other products to supply. There is no interest in procuring foreign substitutes for food that is available locally.</p> <p>The Purchasing Manager goes to great lengths to ensure that where feasible, the origin for each food ingredient is Irish.</p> <p>There is always opportunity for suppliers who have a quality offering, represent good value for money and can supply to all properties.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>The following are some of the criteria that Rezidor take into account when making a purchasing decision: quality, product specifications, origin, pricing, service level, sustainability, responsible business practices and waste minimisation initiatives.</p> <p>All suppliers must sign up to Rezidor’s Code Of Conduct. More details are available upon request.</p> <p>All suppliers provide the Purchasing Manager with a monthly report of sales. These reports form the basis of bi-annual business review meetings.</p> <p>Purchasing decisions are made centrally by the Purchasing Manager. The Purchasing Manager is the key and final decision maker.</p> <p>Tender dates vary from agreement to agreement. Some contracts run for up to three years, but in general agreements are for one year and run from January to December. These tend to be reviewed in October and November for the coming year.</p> <p>Currently all orders are placed by each hotel using Rezidor’s e-procurement platform <a href="http://www.rezpin.com">www.rezpin.com</a> where all suppliers receive their purchase orders with email notification for each order placed for each of the hotels.</p>

<b>Distribution providers</b>	<p>Rezidor only deals directly with producers and distributors. They do not deal with consultants.</p> <p>Musgrave Foodservices supplies dry and frozen produce. Pallas Foods supply dry, chilled and frozen goods and meat. BWG supplies dry goods.</p> <p>Much of the meat comes from AIBP and is supplied by local distributors. There are over eight suppliers of seafood, demonstrating the emphasis on buying locally. All fruit and vegetables are distributed through local agents, mainly from Total Produce.</p> <p>All suppliers must provide their own distribution or source distribution through an already nominated supplier of the group.</p>
<b>Advice to new suppliers</b>	<p>All proposals to supply should be via the company's e-procurement system at <a href="http://www.rezpin.com">www.rezpin.com</a>. This system automatically sends an email alert to the Purchasing Manager who will contact the supplier with a response. Supplier information, company structure etc should be emailed to the Purchasing Manager in advance, along with company trading history and references.</p>
<b>Other Information</b>	<p>Rezidor only deals with the decision makers from companies who are innovative and interested in long term partnerships. Rezidor does not deal with any third party buying groups.</p>





## LEISURE / EVENTS

## Catering 365

Address: 216 Oakfield Heights, Naas, Co. Kildare

Website: [www.catering365.ie](http://www.catering365.ie)

Phone: 085 824 5496

Email: [sales@catering365.ie](mailto:sales@catering365.ie)

<b>Company Profile</b>	<p>Catering 365 is one of Ireland's premier catering companies. The company was established by Deiric Walsh, former Managing Director of Corporate Cuisine Ireland. Deiric and his team (including award-winning Masterchefs) strive to provide the client with an event and experience to be remembered. Catering 365 was established to provide a professional catering service to the private, public and corporate segments of the market.</p> <p>The company covers the greater Leinster area, but will also cover events outside of Leinster depending on client/project.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Deiric Walsh          Phone: 085 824 5496          Email: <a href="mailto:sales@catering365.ie">sales@catering365.ie</a></p>
<b>Product mix</b>	<p>Finger food, buffets, barbeque and full silver service. All food is cooked from scratch with some use of prepared vegetables.</p> <p>There are opportunities for Irish producers to supply barbeque products including beef, pork, chicken and lamb.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The Managing Director liaises directly with all his suppliers, sourcing the best ingredients at the best price, in order to bring the best products to each and every client. Fresh food, fresh ideas and a fresh approach are the hallmarks of the product offered by Catering 365.</p> <p>The company buys Irish and buys local where possible. They are very interested in artisan producers and will source ingredients from them where possible</p> <p>The company sources fresh product only, no frozen.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Suppliers include East Coast Seafood, Missy Moo's, John Young Butchers, Readychef and Musgrave Foodservice.</p> <p>Catering 365 will always look at fresh quality suppliers once they are competitive.</p> <p>All meats are Irish and this information is highlighted on menus.</p>
<b>Distribution providers</b>	<p>Two existing suppliers Celtic Cuisine and Nosebag Finefoods (both located in Dublin 12) are currently assisting with distribution of other products.</p>
<b>Advice to new suppliers</b>	<p>Approach the Managing Director directly with products and pricing. Suppliers must be flexible on delivery, order lead times and volumes as events can be sporadic in nature.</p>

## Dobbins Outdoor

Address: Shelbourne Park Stadium, South Lotts Road, Dublin.

Website: [www.dobbins.ie](http://www.dobbins.ie)

Phone: 01 668 6904

Email: [dobbinsoutdoor@eircom.net](mailto:dobbinsoutdoor@eircom.net)

<b>Company Profile</b>	<p>Cypress Catering Limited is the holding company for the seven Dobbins catering outlets:</p> <ul style="list-style-type: none"> <li>• Dobbins @ Punchestown</li> <li>• Dobbins @ Shelbourne Park</li> <li>• Dobbins @ Harolds Cross</li> <li>• Dobbins @ Mullingar</li> <li>• Dobbins Outdoor Catering</li> <li>• Dobbins @ Home</li> <li>• Contract Catering</li> </ul> <p>The customer profile varies according to location. The demographics of the greyhound track customers vary widely.</p> <p>Dobbins Outdoor caters for corporate and Government clients and is on the Catering Panel for Government departments and the OPW including Dublin Castle, Farmleigh, the Department of Foreign Affairs and Royal Hospital Kilmainham.</p> <p>Dobbins Outdoor also caters for weddings.</p>
<b>Relevant purchasing contacts</b>	<p>Operations Manager: Mike O'Donovan is the first point of contact for any potential new suppliers.</p> <p>Email: <a href="mailto:dobbinsoutdoor@eircom.net">dobbinsoutdoor@eircom.net</a></p> <p>Phone: 087 649 2017</p>
<b>Product mix</b>	<p>Dobbins Outdoor caters for all eating occasions, breakfasts, lunches, dinners, barbeques and weddings.</p> <p>The cuisine is traditional Irish/classic European</p> <p>Part of Dobbins Outdoor branding is that it cooks all food from scratch fresh on each site. This includes breads, desserts and preparing their own vegetables.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key areas for growth are home catering and more contracts for their contract catering services. The emphasis is now on 'fast food' and much lower prices, as customers are now much more price orientated.</p> <p>The mainstay of Dobbins Outdoor business is supporting Irish producers as it wants to keep all its food offerings 100% Irish. The products and ranges Dobbins Outdoor has in mind for potential future development are more artisan products across several food categories.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>Long term relationships are extremely important to Dobbins Outdoor, as this brings many advantages to both parties. Flexibility, price and consistent quality are also very important.</p> <p>Dobbins Outdoor carries out its own supplier health and safety audits annually and keep strict internal records and supplies checklists. There is no charge to suppliers for this.</p> <p>Bord Bia approved fresh produce is extremely important to Dobbins Outdoor and HACCP is mandatory.</p> <p>Purchasing is centralised through both the Operations Manager and Head Chefs at each location. This team holds a round table meeting to review each potential supplier. The Operations Manager and Head Chefs influence purchasing decisions.</p> <p>All supplies are tendered for every 6 months.</p> <p>The Purchasing Manager agrees the terms and the Head Chefs place the orders.</p> <p>The frequency of goods inwards and delivery windows depend largely on the supplier's availability.</p> <p>Orders are placed by phone.</p> <p>The preferred case size, shelf life expectations and requirements are set out in the specification for each product.</p> <p>Long Term Agreements (LTAs) are in place for beverages and may become the norm for food suppliers.</p>
<p><b>Advice to new suppliers</b></p>	<p>Potential suppliers need to research Dobbins Outdoor menus and client base. It is necessary to send in product details and price lists in advance of any meeting and use net prices only. Dobbins Outdoor are looking for suppliers' best prices from their initial meeting and are not interested in deals or negotiations.</p> <p>It is important for potential suppliers that they need to be able to produce the volumes required by Dobbins Outdoor.</p>

## Feast

Address: 56a Blackthorn Road, Sandyford Industrial Estate, Dublin 18

Website: [www.feast.ie](http://www.feast.ie)

Phone: 01 293 3934

Email: [info@feast.ie](mailto:info@feast.ie)

<b>Company Profile</b>	<p>Based in Dublin, Feast Catering is a full-service catering company established in 2003, with many years experience running a variety of events from private parties or barbeques in clients' homes to corporate catering for product launches, gala dinners and marquee weddings. Feast is part of the Itsa Group, see a full profile of Itsa on page 56.</p> <p>Feast is increasingly catering for conferencing and it also operates the catering at Powerscourt House and Gardens, in addition to the Royal Hospital Kilmainham. Feast operates a number of catering services for the OPW including Dublin Castle and Farmleigh.</p>
<b>Relevant purchasing contacts</b>	<p>Director: Roark Cassidy Tel: 01 293 5994 Email: <a href="mailto:roark@itsa.ie">roark@itsa.ie</a></p>
<b>Product mix</b>	<p>The focus is very much on high quality, fresh produce, meats and ambient goods.</p> <p>Cooking is from scratch at a centralised location (occasionally on site) and freshness is always paramount.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Different specialised artisan lines are always of interest, especially high-end wines, coffees and meats.</p> <p>Meats are certified Irish and these are displayed on menus.</p> <p>Desserts are of particular importance to certain menus and these are of special interest.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Strong preference for local Irish produce.</p> <p>60 day credit terms. LTA discounts expected for larger volumes.</p> <p>Purchasing centralised through Director Roark Cassidy and Executive Chef, Phil Thomas.</p> <p>Suppliers are typically reviewed annually, but that is not always the case.</p> <p>The company has a core supplier base (approximately 37 suppliers) that is very supportive.</p>
<b>Distribution providers</b>	<p>Pallas Foods, Caterway, Odaios Foods and Musgraves are key partners.</p> <p>Deliveries are generally to the central unit in Sandyford where large volumes can be stored.</p>
<b>Advice to new suppliers</b>	<p>Feast is a strong supporter of Irish, regional artisan products.</p>

	<p>Many suppliers may overlap with other Itsa group businesses e.g. Itsa Bagel.</p> <p>Approach the Director and/or some existing distribution providers.</p>
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## Fitzers Catering

Address: Cusack Stand, Croke Park, Dublin 13.

Website: [www.fitzerscatering.ie](http://www.fitzerscatering.ie)

Phone: 01 819 2341

Email: [sales@fitzerscatering.ie](mailto:sales@fitzerscatering.ie)

<b>Company Profile</b>	<p>Fitzers Catering Ltd. relies heavily on the diverse set of culinary skills that it has developed since its inception in 1980 to create peerless service and signature menus for each and every event.</p> <p>Fitzers Catering Ltd. aligns its abilities in a variety of divisions: Fitzers Gourmet, Fitzers Bar Services, Fitzers Event Management, The Savage Food Company and The Ardenode Country House Hotel. All operate in their own individual style.</p> <p>Fitzers Catering Ltd. prides itself on an ability to be diverse, flexible, budget conscious and, most importantly, customer orientated. These are the reasons for having a variety of divisions that can cater for any occasion, in any venue. Fitzers Catering Ltd. currently provides the entire catering for Croke Park Stadium and The Convention Centre, Dublin.</p>
<b>Relevant purchasing contacts</b>	<p>Leonard Fearon is the Executive Chef and Stephen Carr is the Purchasing Consultant. Both can be contacted through the above office number.</p>
<b>Product mix</b>	<p>Fitzers Catering Ltd. is committed to the highest quality standards in every aspect of its business. The company actively encourages a balanced diet when designing menus. To ensure that these requirements are controlled and maintained on a consistent basis, Fitzers Catering Ltd. has implemented the following benchmarks:</p> <ol style="list-style-type: none"> <li>1. Irishness</li> <li>2. Health</li> <li>3. Nutrition</li> </ol> <p>Fitzers Catering Ltd. is committed to buying Irish products and ingredients, when and where possible.</p> <p>The majority of its goods are purchased from the island of Ireland. Fitzers Catering Ltd. shows its commitment by currently purchasing 100% Irish red meat, poultry and dairy.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Food producers should bear in mind that, for many of the events which Fitzers Catering Ltd. Caters for, there is a very short window to serve the food e.g. at a sporting event there is one hour before and fifteen minutes during the interval, so producers need to be aware of this when designing products to suit their menus.</p> <p>Fitzers Catering Ltd. are now doing outdoor catering events such as Oxygen and Electric Picnic. Requirements at such events include catering for the artists, their entourage, VIP clients and key security. All menus are bespoke and tailored made to each artist/guest requirements, with organic food being extremely popular.</p>

	<p>Fitzers Catering Ltd. has a strong policy of supporting Irish producers and this is communicated on many menus stating that ingredients are Irish.</p> <p>The company has a policy of building long-term relationships with producers. At the same time, the company clearly states that it is open to discussions with new producers of innovative products.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Fitzers Catering Ltd. operates a tendering process for all of the key categories, and has awarded business for a number of years' duration to successful suppliers.</p> <p>Irishness, quality and price are all part of the decision criteria.</p> <p>Fitzers Catering Ltd. will look for references from other venues and may arrange on site audits. Suppliers should note that they bear the cost of these audits. Food safety is high on the company's agenda.</p>
<b>Distribution providers</b>	<p>The company prefers the majority of producers to supply directly. In addition, Crossgar and Pallas Foods distribute specified products.</p>
<b>Advice to new suppliers</b>	<p>Fitzers Catering Ltd. places strong emphasis on initial supplier contact and requests that emails, leaflets, etc. be of a professional standard, as this initial contact very often determines whether or not they proceed with a producer.</p> <p>The company also emphasises the importance of producers attending venues like Croke Park so that they gain full understanding of the food requirements. Advance research of the company's full operation is essential for producers that wish to succeed.</p>
<b>Additional information</b>	<p>Fitzers Catering encourages Irish producers to examine the company's menus to see where imported products could be substituted e.g. there may be an opportunity for good quality Irish produced mustard that is available to dispense by customers themselves in large five litre units.</p>



## Masterchefs Hospitality

Address: Masterchefs Hospitality, 55 Eastlink Business Park, Ballysimon Road, Limerick  
 Website: [www.masterchefs.ie](http://www.masterchefs.ie) Phone: 061 411 522 Email: [sales@masterchefs.ie](mailto:sales@masterchefs.ie)

<b>Company Profile</b>	<p>Masterchefs Hospitality (MH) is a contract and event catering company supplying catering and hospitality services to a broad range of venues, colleges, its own restaurants, weddings, events and outdoor catering.</p> <p>Contracts include: NUI Galway (5 outlets), University of Limerick (2 outlets), Thomond Park Stadium and 4 Café Noir outlets.</p>
<b>Relevant contacts</b>	<p>Head chef: Jonathan Ronan          Email: <a href="mailto:sales@masterchefs.ie">sales@masterchefs.ie</a>          Phone: 061 411 522</p>
<b>Product mix</b>	<p>The cuisine is based on locally sourced Irish produce with French and Mediterranean influences and includes a large selection of starters, main courses, finger and buffet food, desserts, breads, salads etc.</p> <p>Café Noir has a central production facility for all its café outlets, but Masterchefs cooks on-site in other outlets.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>MH offers a variety of services, so there is no one specific food type they require, however key areas for growth include local artisan products, fresh quality produce from local growers i.e. herbs and salads, new to market products and innovative products.</p> <p>Distribution is often an issue for artisan producers, but MH has its own vans and will accommodate artisan producers where possible.</p> <p>MH is committed to purchasing Irish meat, poultry and dairy produce and where possible to source and buy Irish ingredients when available and in season.</p> <p>There is some room for brands in the operation due to the number of outlets they cater for, but the company also operates its own brands e.g. Nourish, Café Noir and Masterchef itself.</p> <p>MH sees greater growth in chilled rather than frozen foods due to an increased focus on quality.</p>
<b>Purchasing policy and supplier requirements</b>	<p>MH has a strong preference to source local produce where possible.</p> <p>The purchasing policy is a combination of quality, price and consistency of product quality and service levels. MH requires guaranteed supply of products.</p> <p>All suppliers are audited for QC purposes against MH's own criteria which must be complied with. On site audits carried out by a third party at MH's request are paid for by the supplier.</p>

	<p>MH may look for references from other companies and relevant health authorities.</p> <p>New suppliers should have appropriate accreditation from a third party before approaching MH.</p> <p>All purchasing is centralised through the accounts department and Head Chef.</p> <p>Chefs in larger sites make some purchasing decisions for local specialist produce for logistical reasons, but all suppliers must be on the approved supplier list.</p> <p>The Head Chef and chefs at each site place the orders as needed. Terms and the approved suppliers list are decided by Pat O’Sullivan, Managing Director, but all suppliers should contact the Head Chef in the first instance.</p> <p>The majority of suppliers make their own deliveries to sites.</p> <p>The preferred case size and shelf life expectations and requirements are subject to individual specs and are unique to each product.</p>
<b>Distribution providers</b>	<p>MH deals directly with producers for most products. For dry goods MH uses Musgrave Foodservices and La Rousse Foods. For dairy products they use Dairyland Cuisine. For poultry they use Crossgar. For fruit and vegetables they use Curley’s Quality Foods in Galway and for coffee they use Java Republic.</p>
<b>Advice to new suppliers</b>	<p>Potential new suppliers should contact the Head Chef on 061 411 522.</p>

## Mint Catering Munster

Address: c/o Bulgaden Castle, Kilmallock, Co. Limerick

Website: [www.mintcatering.ie](http://www.mintcatering.ie) Phone: 063 98209 Email: [info@mintcatering.ie](mailto:info@mintcatering.ie)

<b>Company Profile</b>	<p>Mint Catering Munster is a family business established in 1994 serving the Munster region. The company specialises in using local produce and high quality products and focuses on home catering, contract catering, BBQ spit roast, wedding catering, event catering, corporate catering and catering for schools.</p> <p>Within the last 12 months Mint Catering has moved into supplying colleges with ready-made meals, healthy snacks and drinks. Currently, they are supplying colleges in the Midwest region but they are working towards increasing their geographical spread.</p> <p>The company has a team of 16 people.</p> <p>Mint Catering Munster is based in Bulgaden Castle, Kilmallock, Co. Limerick but is operated as a separate business.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Conal Kelly Senior          Phone: 063 98209          Mobile: 085 800 6093          Email: <a href="mailto:info@mintcatering.ie">info@mintcatering.ie</a></p>
<b>Product mix</b>	<p>Menus vary from breakfast, lunch and dinner to finger food, cold buffet, barbeque and full hot meal services.</p> <p>All dishes are made from scratch.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company is looking for Irish suppliers of meat, poultry, fish, vegetables, healthy snacks and healthy beverages (especially water).</p> <p>The company is supplying ready to serve/prepared meals (with emphasis on healthy options) for schools and colleges, and are working on increasing this area of their business.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Open to approaches from Irish suppliers and will look at price lists.</p> <p>Flexibility to deliver at short notice is important as many events are booked at short notice.</p> <p>It is vital to Mint that suppliers have fresh, consistent high quality produce.</p> <p>The company uses only Irish certified meats and references this on their menus.</p>
<b>Distribution providers</b>	<p>Suppliers include Heaney Meats in Galway, Musgrave Foodservices, Value Centre Cash &amp; Carry and local suppliers in their immediate area.</p>
<b>Advice to new suppliers</b>	<p>Suppliers should research the Mint Catering Munster website to get a full run down of their services and requirements. Contact should then be made with the Managing Director to present product samples.</p>

	The company will possibly look at collection from some suppliers that are unable to supply to their Head Office (address above).
<b>Other Information</b>	<p>The company is currently developing products for the retail market e.g. jams, chutney, relishes and hot meals and this presents an opportunity for Irish producers to supply ingredients for these products.</p> <p>Credit terms are 30 days.</p>

## The Right Catering Company

Address: The Spire, Duleek, Co. Meath

Website: [www.therightcateringcompany.com](http://www.therightcateringcompany.com) Email: [stephen@therightcateringcompany.com](mailto:stephen@therightcateringcompany.com)

Phone: 087 262 0240

<b>Company Profile</b>	<p>The Right Catering Company is a gourmet catering company established in 2002 and based in Co. Meath, with many years' experience in running a variety of premium gourmet events. Sample contracts range from private parties, canapé events, launches and barbeques in client's homes to corporate catering for product launches, gala dinners and marquee weddings.</p> <p>The Right Catering Company increasingly caters for gourmet events and weddings. The company operates many events for the OPW including Dublin Castle, Kilmainham and City Hall and was also involved in the recent Guinness 250 year celebration events and catering for a private reception for Queen Elizabeth II in Coolmore Stud, Co. Tipperary.</p> <p>The Right Catering Company has a desire to be Ireland's premier innovative catering company in the bite size food business.</p> <p>The company operates with a team of 35 staff, increasing to 100+ for key events.</p> <p>The company won the Best New Business Award in Louth in 2009.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Stephen O'Donoghue  Purchasing Manager: Barry Fitzsimmons  Email: <a href="mailto:stephen@thecateringcompany.com">stephen@thecateringcompany.com</a></p>
<b>Product mix</b>	<p>The focus is very much on high quality fresh produce, meats and ambient goods. Price is also important, but is not always the deciding factor.</p> <p>Cooking is from scratch at their production unit and freshness is always paramount.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Their main interest is organic food with particular interest in meats and vegetables, they are moving towards using as much organic items on their menu as possible. In addition, the company supports specialised artisan lines which include sauces, preserves and chutneys.</p> <p>Meats are certified Irish and this is displayed on the menu.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The company sources only Irish produce, with particular support for local producers.</p> <p>30 day credit terms. Discounts expected for larger volumes. Suppliers would typically be audited yearly, but that is not always the case. The supplier does not bear the cost of these audits.</p>

	<p>The company has a good supplier base that they work in partnership with and that provides support.</p>
<b>Distribution providers</b>	<p>Distributors include Glanbia and Lynas Foodservice. Deliveries are generally to the company's central unit in Duleek, where large volumes can be stored.</p> <p>The company is very open to direct supply from smaller artisan and niche producers, where potential volumes may be small.</p>
<b>Advice to new suppliers</b>	<p>The Right Catering Company is a strong supporter of Irish, regional artisan products. All menus are sourced locally and organically where possible and the company only uses the freshest of produce.</p> <p>The company is looking for more innovative products for their menus.</p> <p>Suppliers that offer interesting and innovative recipes, ideas and usage for their products on menus are particularly welcomed.</p> <p>Approach the Managing Director in the first instance.</p> <p>Strong HACCP procedures and traceability are important.</p>

## With Taste

Address: 60-61 Cherry Orchard Industrial Estate, Dublin 10

Website: [www.withtaste.ie](http://www.withtaste.ie)

Phone: 01 626 8293

Email: [greg@withtaste.ie](mailto:greg@withtaste.ie)

<b>Company Profile</b>	<p>Established in 1985, With Taste is a corporate catering provider and food solutions company. The company has developed new and important dimensions to their business as follows;</p> <ul style="list-style-type: none"> <li>• Hospitality Concepts – offering an end to end approach to managing complex and varying venues requiring different levels of food and beverage service such as Royal Dublin Society, Dublin Castle, the O’Reilly Hall in UCD and the Mansion House.</li> <li>• Corporate Cuisine – catering for events such as corporate banqueting, fine dining, weddings, etc. The company’s most recent highlight being The Department of the Taoiseach State dinner in honour of the Queen of England Elizabeth II in Dublin Castle.</li> <li>• Cuisine Concepts – this is best represented by FIRE restaurant in Dawson Street, Dublin.</li> </ul> <p>The company’s in-house production is located at the company’s central kitchen in Cherry Orchard, Dublin, which now includes their own patisserie unit.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Greg Savage  Email: <a href="mailto:greg@withtaste.ie">greg@withtaste.ie</a>  Phone: 01 626 8293/086 837 4749</p>
<b>Product mix</b>	<p>A wide range of cuisines are provided as events vary from corporate banqueting, fine dining, weddings, themed events, marquee events, conferences and foodservice. All food for the catering business is cooked to order from scratch in the central kitchen</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company is experiencing growth in demand for the foods that it produces in its central production kitchen. This presents an opportunity for Irish producers of raw ingredients. In particular the company currently seeks suppliers of sugar and flour for their patisserie unit.</p> <p>The company has a preference to source local produce and supports artisan producers. In addition, the company supports green miles schemes. Environmentally friendly packaging and sustainability is also a growth area in the business.</p> <p>With Taste welcomes approaches from suppliers who are proactive and have innovative ideas. The company wants to work in partnership with suppliers and develop long standing relationships with them.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>Compliance to food safety standards, quality, adherence to specifications and pricing are all considerations taken into account when selecting suppliers.</p> <p>A standard operating procedure is sent to all suppliers who are required to furnish documentation to substantiate the integrity of their food safety systems. New suppliers receive a general factory visit. All suppliers are subject to on-the-spot quality assurance audits that are carried out using the company's internal audit criteria. Audits are paid for by the company as part of their QA specification.</p> <p>Purchasing is centralised through the Purchasing Manager who liaises closely with the Executive Chef. Orders are placed via phone, email and fax. All deliveries are to the central kitchen depot from where the company services all of its sites.</p> <p>Contracts are reviewed on an on-going basis, with food requirements for big events such as the Dublin Horse Show tendered separately.</p> <p>The central kitchen operates five to six days per week and daily morning delivery of very short shelf life ingredients is required.</p>
<p><b>Distribution providers</b></p>	<p>The company has over 150 suppliers in total. The supplier list includes fresh meats, dried goods, fruit and vegetables.</p> <p>A considerable amount of small, large and specialist producers and suppliers deliver directly to the central kitchen.</p>
<p><b>Advice to new suppliers</b></p>	<p>New suppliers should contact the Purchasing Manager via email and present a concise business case for their product. The email should be followed up with a phone call to agree the provision of samples.</p> <p>Suppliers should be cognisant of the need for competitive pricing in the current market.</p>
<p><b>Additional information</b></p>	<p>Credit terms are flexible and are negotiated on an account basis.</p> <p>Annual turnover for 2010 was €10+ million.</p> <p>There is currently room for brands in the operation.</p> <p>There is greater growth in chilled foods with end users becoming more discerning.</p> <p>The company has both chilled and frozen storage facilities.</p>



## TRAVEL

## Aer Lingus Catering

Address: Flight Kitchen, Dublin Airport

Website: [www.aerlingus.com](http://www.aerlingus.com) Phone: 01 886 2632 Email: [james.keaveney@aerlingus.com](mailto:james.keaveney@aerlingus.com)

<b>Company Profile</b>	<p>Aer Lingus and its flight kitchen have been in operation since the 1930s. Over that period the industry has seen many changes.</p> <p>A team of six chefs currently prepare meals in the flight kitchen for business class passengers on the transatlantic flights. Meals for economy passengers on transatlantic flights are bought in ready to heat.</p> <p>Sandwiches for the in-flight trolley service are produced off site by a third party.</p>
<b>Relevant purchasing contacts</b>	<p>Head Chef: James Keaveney          Email: <a href="mailto:james.keaveney@aerlingus.com">james.keaveney@aerlingus.com</a>          Phone: 01 886 2362</p>
<b>Product mix</b>	<p>On transatlantic flights, the cuisine on offer to business class passengers is international and includes Irish, Asian and Mediterranean inspired dishes.</p> <p>The business class transatlantic service consists of four menus (known as rotations) which are rotated every month. Each rotation menu contains four main meal options as follows:</p> <ol style="list-style-type: none"> <li>1) Red meat – beef or lamb</li> <li>2) White meat – chicken or duck</li> <li>3) Vegetarian</li> <li>4) Fish</li> </ol> <p>A selection of hot and cold canapés and desserts are also on the menu.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There are up to 120 meals per day produced in the flight kitchen for the business class transatlantic service. Where possible, Irish ingredients are used in the flight kitchen. When the menus are redesigned, opportunities will exist for new suppliers to propose products and menu suggestions. Menus generally have an 18 to 24 month duration. In 2011 there have been a number new products introduced to the menus (e.g. bacon for business class meals). However, these additional products have been supplied by existing producers.</p> <p>The number of economy passenger meals on the transatlantic service varies from 1,200 to 2,200 meals per day and depends on the number of passengers travelling. There has been a slight increase in long haul passenger numbers in the past 12 months. The economy meals are currently produced in Ireland. They are bought in frozen, tempered down in the flight kitchen and then heated on the aircraft.</p> <p>In addition to the above, approximately 2,000 sandwiches are purchased per day for the trolley service.</p>

	<p>These are currently produced in NI. Tenders for trolley service food items are generally set against a three year period, with the next tender date due in June 2012.</p> <p>Where possible, only Irish ingredients are used in the Aer Lingus flight kitchen. All the production of sandwiches and economy meals is outsourced to producers on the island of Ireland. Thus the opportunities for import substitution are limited.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The flight kitchen has a preference to source Irish produce.</p> <p>The purchasing policy is to procure the specified quality at a competitive price.</p> <p>Suppliers are subject to a food safety audit by Aer Lingus, which uses its own audit criteria. There is no charge for these audits.</p> <p>Purchasing is centralised through the Head Chef, the Catering Manager and the Purchasing Department.</p> <p>The Head Chef reviews samples from various suppliers to meet a particular need. Prices are reviewed and agreed with the Catering Manager. The Purchasing Department reviews price, quality, specifications and logistics of the proposed product in advance of auditing the supplier.</p> <p>The chefs advise the Purchasing Department of quantities to be ordered. Suppliers receive orders from the Purchasing Department via email or telephone.</p> <p>Deliveries are received Monday to Friday, with the exception of bread and sandwich deliveries which are received seven days per week.</p>
<b>Distribution providers</b>	<p>Distributors to the flight kitchen include Pallas Foods, La Rousse, BWG, Musgrave Foodservice, etc. A number of suppliers (including fresh meat and fish suppliers) deliver directly.</p>
<b>Advice to new suppliers</b>	<p>Contact the Head Chef via telephone and email. Arrange to send in samples for review.</p>

## EFG Catering

Address: Knockbeg Point, Shannon Airport, Shannon, Co. Clare

Website: [www.efg.ie](http://www.efg.ie)

Phone: 061 475 625

Email: [purchasingmanager@efg.ie](mailto:purchasingmanager@efg.ie)

<b>Company Profile</b>	<p>The core business of EFG Inflight Ltd. is flight catering. The company provides catering services to scheduled and charter flights, including private and corporate jets, which operate through Shannon Airport.</p> <p>It has also diversified into retail food manufacturing of a gourmet range of handmade sandwiches and salads under the trade name Zest!</p> <p>The company also owns Zest! Café in Ennis, Co. Clare.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Art Karabanau          Email: <a href="mailto:purchasingmanager@efg.ie">purchasingmanager@efg.ie</a>          Phone: 085 169 4717</p>
<b>Product mix</b>	<p>Each customer has its own detailed menu specifications.</p> <p>The meals for business and first class customers are prepared in house in accordance with the airline's specifications.</p> <p>The meals for economy class passengers are ordered from the UK and Continental Europe through a specialised distribution network.</p> <p>The food for private and corporate jets is prepared as per customers' orders using the finest and freshest ingredients. An online order and payment system was added to the company website to facilitate this.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>EFG Inflight Ltd. hosts menu presentations for its customers from time to time. The use of Irish ingredients is encouraged by the company. However, airlines often have very specific requirements in terms of the origin of ingredients.</p> <p>The airline industry can hold significant opportunities for Irish producers. These opportunities should be explored with the actual airlines rather than catering providers such as EFG Inflight Ltd.</p>
<b>Purchasing policy and supplier requirements</b>	<p>A number of factors are taken into consideration in purchasing policy: quality, price, origin of the products, delivery pattern, etc. The weight of the factor changes depending on the market segment the product is used in:</p> <ol style="list-style-type: none"> <li>1) Corporate and Private Jets – quality is the only consideration.</li> <li>2) Business and First Class – quality at a reasonable cost.</li> <li>3) Economy - cost is the primary consideration.</li> </ol> <p>EFG Inflight Ltd has a strong preference to source local produce. Where they have a choice within the specifications laid down by the airline, they buy Irish.</p>

	<p>Suppliers are audited by EFG Inflight on a regular basis in accordance with relevant regulations and best practices in the industry. There is no charge for these audits. Some airlines require monthly micro biological testing of produce.</p> <p>Purchasing is centralised through the Purchasing Manager who is influenced in his decision making by the three Directors of the company: Ean Malone, Fiona Barry and Ger Connolly.</p> <p>Products are assessed for quality by the Head Chef and the Purchasing Manager.</p> <p>The Chef and Purchasing Manager place orders. Goods are received between 6a.m. and 4p.m.</p>
<b>Distribution providers</b>	<p>The company has over 40 suppliers (both Irish and international) of ambient, chilled and frozen products.</p> <p>Among the distributors used are: Mangans Wholesale (part of BWG Foodservice), Pallas Foods, Complete Cuisine, Clancy Lewis and Crossgar. A number of local producers deliver directly. They also use artisan providers such as Noodle House Pasta, Del Gusto Fine Food and The Organic Herb Co</p>
<b>Advice to new suppliers</b>	<p>Contact the Purchasing Manager via email and arrange a meeting via telephone. The company is a strong supporter of local producers.</p>

## Gate Gourmet Ireland

Address: South Apron, Dublin Airport, Co. Dublin

Website: [www.gategourmet.com](http://www.gategourmet.com) Phone: 01 814 9151 Email: [ekremers@gategourmet.com](mailto:ekremers@gategourmet.com)

<b>Company Profile</b>	<p>Gate Gourmet is the world's largest independent provider of catering and provisioning services for airlines and rail companies.</p> <p>The current main activity of Gate Gourmet Ireland is the provision of food and beverages to airlines, passengers and crew and their staff canteen. The Irish operation mostly carries out its own procurement.</p>
<b>Relevant purchasing contacts</b>	<p>Production and Procurement Manager: Eric Kremers          Email: <a href="mailto:ekremers@gategourmet.com">ekremers@gategourmet.com</a>          Phone: 01 814 9151</p>
<b>Product mix</b>	<p>All meal, snack and drink offerings are catered for. The food offering is segmented as follows:</p> <p>Business class meals and snacks are mostly cooked fresh on site. The ingredients, usually in smaller quantities, are partially sourced from local suppliers.</p> <p>Economy meals are generally sourced from continental Europe and come in pre-cooked frozen format. The airlines dictate who the suppliers are for these meals in order to achieve high volumes and competitive pricing.</p> <p>The type of cuisine is international and varies by airline. Some airlines carry both ethnic and international menu options.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Gate Gourmet Ireland sources rolls, fruit and juices from Irish suppliers.</p> <p>The menus, particularly for long haul flights, change frequently at regular intervals. The menu options are determined by the airlines and are designed to complement their overall brand image. International airlines often use celebrity chefs to help them design their menus. Gate Gourmet Ireland is sometimes involved in the design process as it must source the ingredients and relevant supplies.</p> <p>There are opportunities for Irish suppliers in extended shelf life products and products which re-heat better on board. Gate Gourmet Ireland seeks an innovative, problem solving relationship with their suppliers.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The main driver in Gate Gourmet Ireland's purchasing policy is logistics, particularly given Gate Gourmet Ireland's location at the centre of the airports. Suppliers must have frequent deliveries for fresh food from their local supply base and all suppliers must be in a position to deliver produce at short notice.</p> <p>HACCP is a minimum requirement and Gate Gourmet Ireland also carries out its own hygiene and health and safety audits.</p>

	<p>There is no charge for these audits.</p> <p>Purchasing is centralised through the Purchasing Manager, who is also responsible for agreeing the terms and placing the orders, subject to approval.</p> <p>The airlines greatly influence the purchasing decisions.</p>
<b>Distribution providers</b>	<p>Gate Gourmet Ireland deals both directly with producers directly (particularly for fresh food and meat) and also via distributors. The main distributors are Pourshins, Pallas Foods, BWG, Robinson Meats, Keelings Catering, Freshcut Foodservices and The Brunch Box.</p>
<b>Advice to new suppliers</b>	<p>Potential suppliers should contact the Purchasing and Procurement Manager in the first instance. All suppliers need to be able to handle the logistics of potential daily deliveries into the airports and price efficiently for volume orders. For logistical reasons, suppliers should demonstrate an ability to supply a broad variety of products.</p>
<b>Other information</b>	<p>Credit terms are a 30 day direct payment policy.</p> <p>There is very little freedom for the promotion of brands as it is customer-specific and would depend on the preferences of the customers.</p>

## HMShost Ireland Ltd

Address: Main Terminal Building, Cork Airport, Cork

Website: [www.hmshosteurope.com](http://www.hmshosteurope.com) Phone: 021 432 8852 Email: [barry@hmshost.net](mailto:barry@hmshost.net)

<b>Company Profile</b>	<p>HMShost Corporation, part of the Autogrill Group, is a world leader in travel shopping and dining in more than 100 airports and 15 countries around the globe. HMShost Ireland Ltd (HMShost) opened its first Irish outlet at Cork Airport in 2006. Since then, the company has opened a further three food and beverage locations operated as franchisees in Cork airport, four in Shannon airport and nine in Dublin airport as follows:</p> <p><b>Cork Airport</b></p> <ul style="list-style-type: none"> <li>• Red Bar (traditional Irish bar with traditional food).</li> <li>• Food Market (market feel restaurant combining local and international foods).</li> <li>• Lir Café (local branded coffee and chocolate concept with hot and cold snacks).</li> <li>• Sports Bar (bar with live coverage of sports combined with a hot and cold food menu).</li> </ul> <p><b>Shannon Airport</b></p> <ul style="list-style-type: none"> <li>• Estuary Restaurant</li> <li>• Sheridan Pub</li> <li>• Atlantic Coffee Company</li> <li>• Segafredo Coffee Unit</li> </ul> <p><b>Dublin Airport</b></p> <ul style="list-style-type: none"> <li>• Starbucks</li> <li>• The Eating Place</li> <li>• The Food Hall</li> <li>• The Brasserie</li> <li>• Harvest Market</li> <li>• Irish Meadows</li> <li>• Lavazza</li> <li>• Puro Gusto</li> <li>• Java Pod</li> </ul>
<b>Relevant purchasing contacts</b>	<p>Assistant Purchasing Manager: Padraig Barry            Email: <a href="mailto:barry@hmshost.net">barry@hmshost.net</a>            Phone: 021 432 8852</p>
<b>Product mix</b>	<p>All eating occasions are catered for and the type of cuisine is determined by the outlet. There are several cafés and buffet style restaurants in the product mix.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Although a global company, HMShost fully supports local suppliers and producers. It is HMShost's philosophy to combine international brands with local companies as this strategy reflects their target customers which consist of a mix of Irish and non-Irish travellers.</p>



	<p>One example is coffee. The company always tries to segment the different outlets and look for the best coffee brand match, e.g. in Cork Airport, the Food Court has an outlet with Maher's Coffee (Cork based roaster), and in other outlets they use Segafredo Coffee.</p>
<b>Purchasing policy and supplier requirements</b>	<p>HMSHost has a strong preference to source local produce.</p> <p>Within a tender process for product categories, HMSHost tries to involve as many local companies as possible. Also of importance is the fact that HMSHost is looking at consolidating their supply chain, in order to have efficient logistic routes to their markets.</p> <p>From a purchasing/supply chain role, HMSHost tries to combine as many suppliers into one overall distribution network as possible. This is to help reduce the number of deliveries into each airport. They aim to use one distributor for most of their stock items.</p> <p>The agreement of terms is done as part of the tender process where the three parties (HMSHost, producer and distributor) agree on the financials, fees, stocking levels etc.</p> <p>All financials are taken into account in a tender round.</p> <p>Purchasing is centralised through the office of the Director of Food and Beverage for HMSHost Europe in the Netherlands who agrees the terms. Contact with HMSHost Europe can be made through the Purchasing Manager for Ireland. Orders are placed by the locations themselves.</p>
<b>Distribution providers</b>	<p>HMSHost has a small number of distributors which handle their stocks and deliver to the different airports on a regular basis. Frequent deliveries from distributors are used in order to reduce stock levels at the airport, to facilitate less handling at the airports and to ensure a frequent supply offer to their units.</p>
<b>Advice to new suppliers</b>	<p>Contact the Purchasing Manager for Ireland via email in the first instance.</p>

## Irish Ferries

Address: Irish Ferries, P.O. Box 19, Alexandra Road, Dublin 1

Website: [www.irishferries.com](http://www.irishferries.com)

Phone: 01 607 5700

Email: [info@irishferries.com](mailto:info@irishferries.com)

<b>Company Profile</b>	<p>Irish Ferries is a marine transport operator. As part of Irish Continental Group PLC, the company operates a multi-purpose ferry fleet on the Dublin-Holyhead route, Rosslare-Pembroke route and between Rosslare and the ports of Cherbourg and Roscoff in France. Its core businesses are passenger and freight transportation.</p> <p>The passenger services consist of motorist, coach and foot passengers travelling to and from Ireland either from or via the UK or directly to Ireland from France. The main reasons for these journeys are holidays and business. In 2010, the company carried 1.54 million passengers along with over 367,000 cars.</p> <p>Irish Ferries operate galleys on all their services and are significant players in the foodservice market. The fleet is summarised below:</p> <p>Motor Vessel (MV) Isle of Inishmore serves the Rosslare to Pembroke route and caters for up to 2,200 passengers per single trip.</p> <p>MV Oscar Wilde serves the Rosslare to Cherbourg and Rosslare to Roscoff routes and caters for up to 1,600 passengers per single trip.</p> <p>MV Ulysses serves the Dublin to Holyhead route and caters for up to 1,900 passengers per single trip. It is the largest passenger ferry in the world, as a result of its large vehicle carrying capacity.</p> <p>High Speed Craft (HSC) Jonathon Swift serves the Dublin to Holyhead route and caters for up to 800 passengers per single trip.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Alan Markey Email: <a href="mailto:alan.markey@irishferries.com">alan.markey@irishferries.com</a> Phone: 01 607 5700</p>
<b>Product mix</b>	<p>On board, there are separate eating facilities for crew and passengers. All the MV vessels have complete galleys and cook food from scratch. For safety reasons, the high speed craft does not have a full galley.</p> <p>Some of the bread requirements are baked on board. Sandwiches and desserts are made on board.</p> <p>The MV Isle of Inishmore has one food outlet which serves hot and cold meals.</p> <p>The MV Oscar Wilde has three food outlets. A waiter service restaurant, a steak house, and a cafeteria type restaurant that caters for families (serving pizza, chicken, chips, fish, burgers, sausages etc.).</p>

	<p>The MV Ulysses has a carvery service restaurant for the public and a second carvery service restaurant for commercial drivers.</p> <p>The HSC Jonathon Swift has one main food outlet on board which includes a carvery offering.</p> <p>All vessels serve healthy and vegetarian options.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Cost competitiveness, quality of product along with timely delivery and back up service are considered to be essential qualities of a successful supplier. Cost competitiveness is becoming an increasingly important consideration.</p>
<b>Purchasing policy and supplier requirements</b>	<p>A template is maintained of all the products purchased and quantities of same. This template is sent out to relevant suppliers who are invited to tender for the business. Please contact the Purchasing Manager to establish the next tender date. After quality, price and the ability to meet the delivery windows are the key criteria in making a purchasing decision.</p> <p>The ships are supplied directly by suppliers. Thus suppliers can only deliver whilst the ships are in port. The delivery windows change with the seasons and current docking times can be checked on the company's website.</p> <p>Irish Ferries reserve the right to conduct a HACCP audit of all suppliers. This audit is conducted by Irish Ferries and there is no charge.</p> <p>The ships email their orders to the Purchasing Department who inputs the orders into the company's ordering system and forwards the orders on to suppliers via email.</p> <p>Purchasing is centralised through the Purchasing Manager. The supply base is constantly under review.</p>
<b>Distribution providers</b>	<p>Both direct supply to the ships and supply via a distributor are a possibility. Some of Ireland's leading distributors supply Irish Ferries. As distributors are subject to change, please discuss current distribution options with the Purchasing Manager.</p>
<b>Advice to new suppliers</b>	<p>Contact should be made with the Purchasing Manager via phone or email. Samples will be requested and should be sent free of charge directly to the vessels for comment on their suitability. If there is interest from the vessels, prices should then be sent to the Purchasing Manager. Direct supply to the ships from producers must be possible.</p>

## Rail Gourmet

Address: Riverside House, Heuston Station, Dublin 8

Website: [www.railgourmet.com](http://www.railgourmet.com) Phone: 087 941 4989 Email: [dbrowne@railgourmetuk.com](mailto:dbrowne@railgourmetuk.com)

<b>Company Profile</b>	<p>R G On Board Services Ireland is an Irish listed company. Its parent company is Rail Gourmet in the UK. The company currently holds a five year contract for the provision of on-board catering services on Iarnrod Eireann rail services.</p> <p>The company provides on-board catering on 641 rail services in Ireland per week.</p> <p>Rail travellers constitute the target audience.</p>
<b>Relevant purchasing contacts</b>	<p>Commercial Manager: Dawn Browne          Email: <a href="mailto:dbrowne@railgourmetuk.com">dbrowne@railgourmetuk.com</a>          Phone: 087 941 4989</p>
<b>Product mix</b>	<p>There are four types of services provided on-board, as follows:</p> <ul style="list-style-type: none"> <li>- Trolley only service which is provided on all trains, except for commuter services.</li> <li>- Trolley service in addition to a hot buffet in restaurant car.</li> <li>- Trolley service and hot buffet in addition to a cooked breakfast to order offer (four services daily).</li> <li>- Trolley service and cooked breakfast in addition to an all day gastro menu (nine services daily).</li> </ul> <p>The breakfast is cooked from scratch and the gastro menu is regenerated. The current trolley offering consists of tea, coffee, sandwiches, pastries, confectionery and soft drinks.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Growth is achieved through driving on-board penetration. Product mix, pricing and training are key elements of increasing penetration.</p> <p>In terms of product mix, the company is continuously on the search for new products to complement its current trolley, buffet and gastro offerings. In addition to opportunities in the restaurant car, there are opportunities for additions to the trolley service offering.</p> <p>The gastro and buffet menus are changed twice per annum, in May and November.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The company has a preference to buy Irish and is currently buying approximately 95% of its requirements from Irish suppliers. The remaining 5% is purchased from Select Service Partners in the UK, the company which owns Rail Gourmet.</p> <p>Suppliers are audited by a Food Quality and Safety Manager from Rail Gourmet UK who use their own internal audit criteria.</p> <p>The Commercial Manager agrees terms with suppliers. The trains are stocked from three service centres as follows: Heuston station, Kent station, and Connolly station.</p>

	<p>Kent station in Cork is mainly stocked from Heuston station in Dublin with some product delivered by supplier. Most orders are delivered to Heuston and Connolly with some fresh product also delivered to Cork. Orders are placed by these service centres via email and telephone. The required frequency of supply is up to daily and is dependent on the shelf life of the products. Delivery times are agreed individually with suppliers.</p> <p>There are chilled and frozen storage facilities at the service centres.</p> <p>Supplier brands are welcome.</p>
<b>Distribution providers</b>	<p>The majority of suppliers deliver directly, with some product distributed through Musgrave and DBC.</p> <p>All suppliers deliver direct to the Heuston and Connolly stations with some delivering direct to Kent station, Cork.</p>
<b>Advice to new suppliers</b>	<p>Please contact the Commercial Manger via email or telephone and submit samples along with pricing. Supply direct to the three service centres should be given consideration.</p>
<b>Additional information</b>	<p>Credit terms are 30 days.</p> <p>The company is a brand-led business. Therefore, the company tries to stock the market brand leaders in every category.</p> <p>The growth in heat and serve is continuing.</p> <p>There are chilled and frozen storage facilities at the service centres.</p>

## SSP Ireland

Address: 10-12 Link Building, Mezzanine level, Terminal 1, Dublin Airport, Co. Dublin

Website: [www.foodtravelexperts.com](http://www.foodtravelexperts.com) Phone: 01 8528800

Email: [purchasing@ssp.uk.com](mailto:purchasing@ssp.uk.com)

<b>Company Profile</b>	<p>SSP (Ireland), The Food Travel Experts, is the leading dedicated operator of food and beverage brands in travel locations worldwide, with operations in 140 airports and 300 railway stations in 32 countries. Since its takeover of catering facilities at Dublin airport in 1984, SSP now serves approximately 85,000 of Dublin's passengers per week through its 12 outlets which includes three new units:</p> <ul style="list-style-type: none"> <li>• Caviar House &amp; Prunier</li> <li>• Starbucks</li> <li>• Burger King</li> </ul>
<b>Relevant purchasing contacts</b>	<p>Purchasing Director: Greg Woodland          Email: <a href="mailto:purchasing@ssp.uk.com">purchasing@ssp.uk.com</a> (preferred method of contact).</p>
<b>Product mix</b>	<p>SSP's locations in Irish airports include the following, which it operates on a franchisee basis:</p> <p><b>Burger King</b>          A fast food brand that prides itself on its "taste the difference" ethos and unique flamed-grilled burgers that are made from 100% Irish beef.</p> <p><b>Real Food Company</b>          A one-stop shop with its own bakery, deli, juice bar, salad bar, grab-and-go section and hot kitchen serving freshly made meals.</p> <p><b>Park Café</b>          The Corner Café sells freshly made soups, jacket potatoes and a selection of tasty hot food.</p> <p><b>O'Brien's</b>          O'Brien's Irish sandwich bar provides customers with a wide choice of fresh sandwiches, wraps, bagels, baguettes, soups, cappuccinos and lattes.</p> <p><b>Caffe Ritazza</b>          Coffee blended from Central and South American beans along with a range of sandwiches, pastries and cakes.</p> <p><b>Soho Coffee Co</b>          Soho Coffee Co is dedicated to serving organic, Fairtrade coffees from around the world and tasty fresh food.</p> <p><b>Starbucks</b>          Coffee experts</p> <p><b>Caviar House and Prunier</b>          Caviar and smoked salmon specialist offering fine gastronomy in its unique, contemporary dining style of its Seafood Bar.</p> <p><b>Upper Crust</b>          Baguettes baked fresh throughout the day and offering a wide selection of fillings.</p> <p><b>Slaney Bar</b>          Modern bar offering full range of beers, wines, spirits, tea and coffee in addition to breakfast and bar food throughout the day</p>

	<p><b>Flutes Bar</b> Champagne, wine and tapas food offerings.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>In response to the changing needs of passengers, SSP Ireland with Envirosell and Clear recently conducted global food travel research, the largest dedicated study of its kind ever undertaken. The key finding showed that 66% of passengers perceive food and beverage to be a priority when in an airport. With this in mind, SSP Ireland is continually seeking ways in which to add value to the passenger experience. Nowhere has this been more prevalent than at Dublin airport.</p> <p>Potential suppliers should thoroughly research the menus of current outlets and approach SSP with products which fit the branding of these outlets and provide a wider choice of food offerings.</p>
<b>Purchasing policy and supplier requirements</b>	<p>SSP is always keen to work with local suppliers, although food quality, safety, meeting legal requirements and demonstrating due diligence is mandatory.</p> <p>SSP requires BRC or equivalent food safety accreditation. All suppliers must be audited by SSP or its representatives. All audits are at the supplier's expense. All new suppliers must have accreditations commensurate with the risk of their operation.</p> <p>SSP operates standard terms and conditions which are shared with current and potential suppliers.</p> <p>Purchasing is centralised through the Purchasing Director. The NPD, brand management and purchasing departments influence purchasing decisions.</p> <p>Various events trigger a tender or review process of SSP's extensive product range. The purchasing department agrees the terms and units order goods.</p> <p>There are daily delivery windows and SSP is always looking for efficiencies in reducing drop numbers. SSP requires various case sizes and seeks to optimise case size to reduce distribution costs.</p>
<b>Distribution providers</b>	<p>SSP uses various distributors including:</p> <ul style="list-style-type: none"> <li>• Irish Merchants</li> <li>• Derry-naflan</li> <li>• Musgrave Foodservice</li> </ul>
<b>Advice to new suppliers</b>	<p>Potential suppliers should contact SSP via the purchasing email address above.</p>





## **INSTITUTIONAL (COST) CHANNELS**



## BUSINESS & INDUSTRY (B&I)

## ARAMARK Ireland

Address: Head Office, Northern Cross, Malahide Road, Dublin 17

Website: [www.aramark.ie](http://www.aramark.ie)

Phone: 01 816 0700

Email: [sales@aramark.ie](mailto:sales@aramark.ie)

<b>Company Profile</b>	<p>ARAMARK Ireland is a leader in workplace professional services providing foodservices and facilities management to the healthcare, education, business and industry, sports, entertainment and Government sectors throughout the island of Ireland. 85% of activity on the island of Ireland is in the Republic.</p> <p>ARAMARK Ireland is headquartered in Dublin with regional offices in Limerick, Cork and Belfast. The company has over 4,000 employees, feeding a quarter of a million people daily in over 400 locations throughout Ireland. Turnover in 2010 was €170 million.</p> <p>In 2000, Campbell Catering entered into a joint venture with ARAMARK Ireland and in 2005 ARAMARK Ireland acquired a majority shareholding in Campbell Catering.</p> <p>Additional services provided include facilities management and conference and events catering. In the last number of years facilities management has been an independent line of business.</p> <p>All types of consumers are catered for in the many locations throughout the market place.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: David McLelland  Email: <a href="mailto:mclelland-david@aramark.ie">mclelland-david@aramark.ie</a>  Phone: 01 816 0700</p>
<b>Product mix</b>	<p>ARAMARK Ireland decides the menu at each site with client input. Menu planning is undertaken locally and is site specific. Recipes are relatively similar across the sites and a process of centralised standardisation of recipes is currently underway.</p> <p>All types of cuisine are provided from high end catering to value catering.</p> <p>Food is cooked from scratch although the majority of sites buy in 'ready to cook' vegetables e.g. broccoli, carrots and onions. Meat is bought cut and portion controlled 'ready to cook'.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Local products are actively promoted in locations with regular "Farmers Markets" days.</p> <p>The company is continuing to move towards a centralised forward planning system of menus, which will take the seasonality of locally produced foods into account. This does represent an opportunity for Irish producers.</p> <p>The company accesses each of its categories individually and sources Irish produce that will fit into these categories. Currently they are looking for supplies of Irish yoghurts and juices.</p>

<p><b>Purchasing policy and supplier requirements</b></p>	<p>ARAMARK Ireland buys Irish where possible. The default position is to buy Irish, even if this incurs a slight additional cost. If a product is not made in Ireland, the company attempts to source it from the EU. The focus has moved from product ‘handled’ in Ireland, to product manufactured in Ireland.</p> <p>90% of protein and vegetables are purchased fresh as opposed to frozen.</p> <p>Despite the fact that the company is part of a multinational group, most fresh food purchasing is localised.</p> <p>The company has stringent food safety requirements. Suppliers are audited by an in-house auditing team whose standards are based on ISO 22000 requirements. BRC accreditation is recognised. In the case of product coming through an approved distributor (e.g. Pallas Foods), the distributor’s supplier approval process satisfies the requirements of ARAMARK Ireland. There is a charge for audits.</p> <p>Purchasing is centralised through the Purchasing Manager.</p> <p>Tendering timeframes vary depending on the category. If the company is unhappy with a supplier, that business will be promptly tendered.</p> <p>The Purchasing Manager takes the input of the product approval committee into account when arriving at a purchasing decision. The product approval committee consists of chefs. Product is submitted to a blind tasting by the committee, which has a veto over what is purchased.</p> <p>Each site currently orders individually by phone, fax or email. With the exception of high volume suppliers, distribution through a distributor is preferred. Both chilled and frozen storage facilities are available on each site.</p>
<p><b>Distribution providers</b></p>	<p>The three preferred distributors are Pallas Foods, Brakes and Keelings/Curley’s. Specifically, Pallas Foods supplies cheeses, fish, meat, products with short shelf life and speciality foods. Brakes mostly supplies medium to long shelf life products, bulk dry goods and frozen foods.</p> <p>Fruit and vegetables are sourced from Keelings and Curley’s. There is direct supply of some items such as bread and milk.</p>
<p><b>Advice to new suppliers</b></p>	<p>Suppliers should put together a proposal on why a product will work and what it will add. Think through distribution options and be prepared to work with a distributor. Send a proposal to the Purchasing Manager via email.</p>

	<p>The buyer only has very limited time to assign to any one project, therefore the most immediately beneficial projects to ARAMARK Ireland will take precedence.</p>
<p><b>Additional information</b></p>	<p>There is no longer growth in ‘heat to serve’ products as ARAMARK Ireland’s customers are looking for fresh produce cooked on site.</p> <p>There is room for brands in the company’s operation.</p> <p>Both chilled and frozen foods are in decline.</p> <p>The company has both chilled and frozen storage facilities.</p>

## Baxter Storey

Address: 3015 Lake Drive City West Campus, Dublin 24.

Website: [www.baxterstorey.com](http://www.baxterstorey.com)

Phone: 01 500 6220

Email: [info@baxterstorey.com](mailto:info@baxterstorey.com)

<b>Company Profile</b>	<p>Baxter Storey was established in Ireland in 2007. In the UK, the company has traded since the early 1990s. Since 2007, the company has grown its operations to 40 sites in ROI, with annual turnover of over €16 million.</p> <p>Baxter Storey currently serves staff restaurants and caters generally for corporate hospitality, though educational sites are also serviced in addition to this.</p> <p>Of the 40 sites operated in the ROI, 75% of business is in Dublin. However the company has nationwide coverage with other outlets in Carlow, Galway, etc.</p>
<b>Relevant purchasing contacts</b>	<p>Executive Development Chef: Audrey Crone Email: <a href="mailto:acrone@baxterstorey.com">acrone@baxterstorey.com</a> (preferred method of contact)</p>
<b>Product mix</b>	<p>The type of eating occasions catered for focus on fresh, local and seasonal produce.</p> <p>The types of cuisine catered for are quite diverse, as the company focuses on employee catering. They offer a traditional and continental breakfast service, in addition to a large range of bakery products. The company also operates hot deli bars, wok stations and salad bars. 95% of the products sold are made fresh on site.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>A key area for growth at the moment is local produce. The company is looking for local and artisan producers who have new innovative products.</p> <p>The company has just commenced trading with local suppliers of relishes, jams, juices and cheese and they are interested in approaches from companies who supply bread, milk and organic products.</p> <p>The company is eager to be contacted by those who grow their own high quality produce. Although the company is keen to buy fresh Irish produce, from time to time, products which are not available in the Irish market must be sourced from abroad, e.g. tomatoes.</p>
<b>Purchasing policy and supplier requirements</b>	<p>The company's preference is to source local fresh Irish produce.</p> <p>Suppliers should be aware that quality, value and service are extremely important to Baxter Storey and the company is looking to work in partnership with their suppliers.</p> <p>There is no broad nationwide purchasing policy and the company is quite flexible geographically and open to a wide range of suppliers.</p> <p>The company performs supplier audits, usually on an annual basis.</p>

	<p>Audit frequency is dependent upon the risk category. If the supplier passes the audit, Baxter Storey pays the cost; if not, the audited company pays.</p> <p>The purchasing function is not centralised and there are no key tender dates.</p> <p>The company has a policy of three preferred suppliers per food category (as determined by the Executive Development Chef). The Unit Manager or Chef may then decide which supplier or suppliers is/are most suitable.</p> <p>Goods are normally delivered daily, preferably in the early morning.</p> <p>EDI is not required, although the company is in the early stages of developing technology.</p>
<b>Distribution providers</b>	<p>Frozen foods are mainly supplied by Musgraves and Crossgar. Meats are supplied by Hicks, O'Mahony's and Pallas Foods. Fresh fruit and vegetables are provided by Seaview, Keelings and Total Produce.</p>
<b>Advice to new suppliers</b>	<p>Email is the preferred method of contact for potential new suppliers and they should contact the Executive Development Chef alone.</p> <p>Potential suppliers should have a strong focus on local produce and should offer competitive prices.</p>
<b>Additional information</b>	<p>Credit terms are 45 days.</p> <p>Room for brands is limited to proprietary brands, i.e. soft drinks and confectionery and snacks, predominantly in vending machines.</p> <p>There is currently greater growth in chilled foods.</p> <p>Both chilled and frozen storage facilities are available.</p>



## Carroll Foodservices Limited

Address: 4 Thorncastle Street, Ringsend, Dublin 4

Website: [www.carrollfoodservices.com](http://www.carrollfoodservices.com)

Phone: 01 668 6095      Email: [office@carrollfoodservices.com](mailto:office@carrollfoodservices.com)

<b>Company Profile</b>	<p>Carroll Foodservices is a contract catering company. Kenneth Carroll founded Carroll Foodservices Ltd. in 1994. In his role as Managing Director of Carroll Foodservices he has directed the growth of the company with operations throughout the country and with a venture also in the Channel Islands, where the company operates catering facilities and a catering staff agency.</p> <p>The company operates in several foodservice sectors including business &amp; industry, schools, colleges and the healthcare industry. The company feeds up to 1,000 people per day at various sites.</p> <p>Carroll Foodservices mostly services the Leinster area, but also operates nationwide. The company has 20 outlets mostly located in Leinster. They also have an outlet in Dundalk and have just opened an outlet in Ballina, Co. Mayo. There are plans for more outlets to open over the coming year as they are working towards nationwide operations.</p>
<b>Relevant purchasing contacts</b>	<p>Operations Manager: David Lancaster  Email: <a href="mailto:office@carrollfoodservices.com">office@carrollfoodservices.com</a></p>
<b>Product mix</b>	<p>All eating occasions are catered for - breakfast, lunch, snacks and dinner.</p> <p>The company supplies buffet platters and canapés also.</p> <p>All dishes are made from scratch on-site.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company operates 7 days per week.</p> <p>The company is very supportive of Irish suppliers and only buys Irish produce.</p> <p>Key suppliers are Musgrave Foodservices, Hicks Meats, McKenna Fish (Dublin), McNally's Barbeque and Coles fruit and vegetables.</p> <p>The company has recently commenced supplying fresh meals and homemade soups to offices and outlets that do not have their own kitchen facilities. There is growth for expansion here and opportunities for Irish producers to supply these ingredients.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Carroll Foodservices are open to approaches and will look at price lists.</p> <p>Flexibility to deliver at short notice is very important, as many events are booked at short notice.</p> <p>The company uses only Irish certified meats.</p>

	<p>Supplier audits are carried out regularly and there are no charges for this activity.</p> <p>The company has good relationships with its key suppliers and it has confidence in its traceability systems.</p>
<b>Distribution providers</b>	<p>Potential suppliers are expected to deliver to each site/unit as required. It is also important that suppliers can deliver small quantities frequently due to storage issues.</p>
<b>Advice to new suppliers</b>	<p>Send introductory email to <a href="mailto:office@carrollfoodservices.com">office@carrollfoodservices.com</a> in the first instance.</p> <p>Quality and price, along with service are key criteria. The company only uses 100% Irish produce.</p> <p>Suppliers must be HACCP compliant and other accreditations are welcomed.</p> <p>The company will deal directly with new suppliers, but the preference is to consolidate supply arrangements.</p> <p>Suppliers that can assist with decanting product and removing excess packaging will be welcomed, as the company often operates in locations with little storage and/or preparation space.</p>
<b>Other Information</b>	<p>Credit terms are 30 - 60 days.</p> <p>Both LTAs and fixed price contracts are in place.</p>

## Compass Group PLC

Address: Compass Group UK & Ireland, Rivermead, Oxford Road, Denham, Uxbridge, UB9 4BF  
Website: [www.compass-group.co.uk](http://www.compass-group.co.uk) Phone: +44 1895 554 554 Email: [info@compass-group.co.uk](mailto:info@compass-group.co.uk)

## Compass Group Ireland

Address: Compass 3<sup>rd</sup> Floor, 43a Yeats Way, Parkwest Business Park, Dublin 12  
Website: [www.compass-group.ie](http://www.compass-group.ie) Phone: 01 629 6100  
Email: [purchasing.ireland@compass-group.ie](mailto:purchasing.ireland@compass-group.ie)

### Company Profile

The Compass Group PLC is the largest foodservice organisation in Ireland and the UK, providing high quality catering and support services at 7,000 locations serving nearly three million meals a day.

Compass caters for many of Ireland's and the UK's leading companies.

Staff restaurants, hospital patient meals, coffee shops, food courts, corporate hospitality and executive dining are some of the many services which the company provides to clients ranging from company head offices to hospitals.

Compass Group Ireland is a contract catering company operating throughout the island of Ireland. As a Compass Group Company, it is independently managed, but enjoys the benefits of Compass' purchasing power, financial investment and commercial support.  
Key statistics: Compass Group Ireland

- In Ireland since 1987
- 3,000 employees
- Approximately 280 contracts/locations based in Dublin, Galway, Midlands, Cork and Waterford.
- Annual turnover €110 million

Compass's contract catering business in Ireland is segmented as follows;

24% Banking, finance and legal companies

18% Public service e.g. prisons, hospitals

11% Manufacturing companies

18% IT and telecom companies

12% Health care and pharmaceutical companies

4% Education – there are further opportunities in Ireland for this growing sector.

13% Sports and Retail e.g. the new contract for the Aviva Stadium

The sports and retail sector is a current growth area for Compass.

<b>Relevant purchasing contacts</b>	<p>Lead Buyer: Brendan Gray  Email: <a href="mailto:purchasing.ireland@compass-group.ie">purchasing.ireland@compass-group.ie</a>  Contact by email is the preferred method of communication.</p>
<b>Product mix</b>	<p>Customers are a discriminating clientele and foodservice companies such as Compass must meet their varied culinary and brand-conscious tastes, while respecting the requirements of health and nutrition for a well balanced menu.</p> <p>The same issues affect the majority of the workplace catering sector: the desire to keep staff on-site, to offer an appetising range of nutritious food while keeping costs down, to increase custom and generate additional, valuable revenue.</p> <p>The pressure on client companies to cut costs is even more intense, with many operations competing directly with retail offers.</p> <p>All meals, beverages and snacks are catered for. The type of cuisine covers all categories as they have a diversified client base, everything from hospitals to fine dining.</p> <p>For the majority of Compass outlets in Ireland, there are chefs on-site, who cook everything from scratch. A small amount of prepared vegetables and pre-prepared soup mixes are sourced for these outlets.</p> <p>A small minority of Compass outlets have limited space kitchens and limited equipment e.g. microwaves. For these outlets a small amount of other prepared to cook or heat products are sourced.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There are now increased opportunities for Irish suppliers following the deployment of Compass Group's Unique Supply Chain Solution in July 2009. This consists of a centralised logistic platform for all food and non-food supplies. Historically, the Group has had to rely on wholesalers for purchases, as they had the capability to deliver to their units. Compass now has a solution in place to buy directly from producers and manufacturers at more competitive rates and can rely on an expert logistic partner (Brake Brothers) to deliver supplies to all of Compass sites in one single drop.</p> <p>As there are several diversified food product areas, there are no specific areas for growth in the food offering. However, Compass is expanding into more entertainment, leisure and school sites, so products to this clientele may be of interest.</p> <p>The frequency of menu changes varies by category, e.g. college menus are pre-set either by term or year, whereas fine dining restaurants with some of their corporate clients may change daily.</p> <p>Although there is a preference to source locally on the part of Compass Group and as dictated by their clients e.g. requirement for Irish meat and milk, there are categories that have to be imported by their very nature e.g. seasonal fruit and vegetables.</p>

	<p>There is definite room for brands in the operation across a range of products. Existing brands include drinks and confectionery companies (e.g. Coca Cola, Cadburys), bread companies (e.g. Cuisine de France) and dairy (Irish Yoghurts and Avonmore).</p>
<b>Purchasing policy and supplier requirements</b>	<p>Purchasing policy is a balance between quality, pricing and consistency.</p> <p>Despite the pressure for savings and reduced cost from clients, quality cannot be impaired by simply switching product.</p> <p>Each purchasing decision is subject to an all encompassing independent audit carried out by EIQA, which includes due diligence on the company, quality, traceability, hygiene requirements, health and safety and supplier site visits. A charge applies for these audits.</p> <p>There is a hybrid approach to purchasing. The first point of contact is the Lead Buyer for Ireland. There is also a distribution approach from local buyers i.e. to put each new Irish supplier in touch with Brake Brothers who will in turn distribute the supplier's products to nationwide Compass outlets. In addition to this is the international buying team, who may become involved with a supplier if they are interested in ordering products for the wider group, therefore leveraging their resources e.g. if Compass outlets in the UK show an interest in sourcing Irish meat.</p> <p>Tender dates for produce varies by category e.g. for fruit and vegetables there are seasonal tenders and for meat products, six monthly cycles.</p> <p>The chefs at Compass sites order product from an approved product and supplier list. Chefs also provide feedback to the Lead Buyer and buying team on product quality, etc.</p> <p>Terms and conditions are set by the purchasing team, and are included in the approved product and suppliers list. This includes shelf life requirements and case sizes.</p> <p>There are two areas of delivery criteria. Just In Time products have six deliveries per week, with orders placed by 5p.m. and delivery the next morning. For stock items, which are not as shelf life sensitive, three days notice is given.</p> <p>EDI (Electronic Data Interchange) is a requirement.</p>
<b>Distribution providers</b>	<p>All suppliers must deliver into Brakes logistics depot on the Keelings site at St. Margaret's, Co. Dublin.</p>
<b>Advice to new suppliers</b>	<p>For new suppliers, it is important to understand what they are offering and how their product gets to market through the Compass group. All new products must have a proven benefit to the Compass business and Compass clients and all suppliers must have a clear understanding of Compass' business.</p>

<b>Additional information</b>	Credit terms vary. In general it is 75 days with direct producers and 55 days with distributors.
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## Corporate Catering Services Limited

Address: Richmond House, Corofin, Co. Clare

Website: [www.ccsl.ie](http://www.ccsl.ie)

Phone: 065 683 7300

Email: [info@ccsl.ie](mailto:info@ccsl.ie)

<b>Company Profile</b>	<p>Corporate Catering Services Limited (CCSL) is Ireland’s largest, independent contract catering company with a diverse portfolio of clients across many sectors including staff catering and hospitality, business and industry, healthcare, education, transport and visitor attractions such as Bunratty Folk Park, Co. Clare.</p> <p>CCSL has diversified into new areas of catering activity such as trains, medieval banquets, prestigious training centres and on-site bars. The diversity of their client base inspires their staff by exposure to different styles of cooking. This inspiration is also drawn from food fairs, innovative retailers and a very active food forum where new ideas are developed and circulated.</p> <p>Food quality and integrity is very important to CCSL and they only deal with reputable local suppliers who can provide the flexible, frequent service they demand. Confidence in ‘quality’ is high on their customers’ agenda. Their customers need to know that the product is not only good for them, but increasingly, has minimal impact on the environment.</p> <p>Established in 1991 by Mary Healy, and still very much owner-managed, the company takes a ‘hands on’ approach to doing business. Each catering operation is different to reflect the culture, ethos and needs of the client.</p> <p>Simplicity is at the core of everything the company does, from the style of food, to the company’s open and honest accounting policies.</p>
<b>Relevant purchasing contacts</b>	<p>Procurement and Purchasing Manager: Mary King          Email: <a href="mailto:info@ccsl.ie">info@ccsl.ie</a>          Phone: 065 683 7300</p>
<b>Product mix</b>	<p>CCSL chefs draw their inspiration from international influences, classic regional dishes and good old-fashioned traditional favourites to create nutritious and delicious meals every day and for every occasion.</p> <p>The food offer is constantly evolving to reflect changing tastes, trends and the diversity of the client base.</p> <p>Ranging from breakfasts and lunches to fine dining, hospitality, banqueting, vending services and pub food, everything is cooked on-site using fresh ingredients.</p> <p>The only prepared to heat products sourced are frozen products such as vol-au-vents and pastries.</p>

<p><b>Opportunities for Irish food and drink suppliers</b></p>	<p>CCSL is always looking for innovative, creative ideas for new products from its suppliers. They are interested in products for ‘out of hours’ services, such as vending machines. These products need to reconstitute to a quality product and packaging needs to be of a high quality. The most popular and versatile type of dish for this purpose would be chicken.</p> <p>The company is particularly interested in healthy Irish sourced products with an emphasis on low salt, fat and sugar content to support its ‘Slainte’ healthy eating initiative. CCSL menus are designed to give customers a nutritious and balanced diet while never compromising on taste, flavour and quality. During food preparation, CCSL’s chefs substitute salt and sugar with healthy alternatives.</p> <p>Working to tight profit margins in a challenging and competitive market sector, cost is always a consideration, but quality remains a key factor in any purchasing decisions made.</p> <p>Seasonality is also important. The company’s policy is to use local suppliers wherever possible. This offers quality Irish food and drink producers an opportunity to supply and support its portfolio of clients throughout Ireland, from Wexford to Belfast and from Dublin to Sligo.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>As an Irish company, CCSL has a preference to source local produce where quality and price compare favourably with imported alternatives.</p> <p>Service is important for purchasing decisions and tenders.</p> <p>Supplier requirements are HACCP and relevant health board approvals. CCSL carries out audits of suppliers premises and there is no charge for this.</p> <p>Purchasing is centralised at Head Office but deliveries are made to sites throughout Ireland.</p> <p>Tenders for all supplies are carried out annually in October or November for the following year.</p> <p>The Procurement and Purchasing Manger makes the purchasing decisions, agrees the terms and places the orders.</p> <p>The frequency of goods inwards is between five to seven days, depending on the product.</p> <p>The majority of orders are placed by phone.</p>
<p><b>Distribution providers</b></p>	<p>All of CCSL’s purchasing is direct with suppliers and handled in-house.</p>



<b>Advice to new suppliers</b>	<p>Potential suppliers should send an expression of interest via email and when products are being reviewed during the tender process, CCSL will revert to them.</p> <p>CCSL likes innovative new ideas, strong branding and marketing support.</p>
<b>Additional Information</b>	<p>Credit terms are 45 days.</p> <p>Annual turnover: €11 million</p> <p>There is room for brands in the operation, although the company is continuing to develop its own brand.</p> <p>There is greater growth for chilled foods. The company has both chilled and frozen storage facilities.</p>

## Kylemore Services Group

Address: McKee Avenue, Finglas, Dublin 11.

Website: [www.ksg.ie](http://www.ksg.ie)

Phone: 01 814 0600

Email: [info@kylemore.ie](mailto:info@kylemore.ie)

<b>Company Profile</b>	<p>Kylemore Services Group (KSG) commenced trading in the 1920s and has a long tradition of providing and serving high quality food to customers throughout Ireland. Today KSG operates restaurants, catering services and franchise divisions. KSG employs 775 employees serving over 9 million meals annually.</p> <p>KSG is a 100% Irish owned catering service provider in Ireland and the fastest growing catering service provider with 105 units. KSG's turnover for 2010 amounted to €30 million.</p> <p>KSG has now developed three divisions as follows;</p> <ul style="list-style-type: none"> <li>• Kylemore Retail – operates 12 casual dining restaurants around Ireland.</li> <li>• More with Food – contract catering service. This provides tailored restaurant and contract catering services to a range of clients in the following sectors: business and industry, healthcare and the public sector.</li> <li>• Two and You – premium restaurant service provider. This division delivers hospitality and dining solutions to professional corporate clients.</li> </ul> <p>As part of KSG's core group ethos the company is placing particular emphasis on six key areas within their business which will enable them to achieve the high standards that they have set for themselves. The six principles are sourcing, training, management, environment, food and innovation and people.</p>
<b>Relevant purchasing contacts</b>	<p>Eddie Keelan – Group Procurement Manager          Telephone: 01 814 0600          Email: <a href="mailto:eddie.keelan@kylemore.ie">eddie.keelan@kylemore.ie</a></p>
<b>Product mix</b>	<p>KSG has a broad range of food offers from fine dining to fast food. Each outlet has a specifically designed menu. However in all outlets, food is locally and seasonally sourced and cooked from fresh by well trained and skilled kitchen teams.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>KSG has a long standing network of specialist suppliers from whom they source the best quality products rather than buying from one centralised agency or distributor. This ensures that KSG delivers on their policy of sourcing the freshest produce everyday. Local sourcing, seasonality and traceability are vital aspects to their sourcing policies.</p> <p>Supporting local farmers, growers, fishermen, producers and suppliers and ultimately Irish jobs is extremely important to KSG.</p> <p>KSG will work with suppliers who can prove that:</p> <ul style="list-style-type: none"> <li>• They can deliver the very best quality products on a consistent basis;</li> </ul>

	<ul style="list-style-type: none"> <li>• They can stand over the full traceability of their produce;</li> <li>• They can deliver the best value for money.</li> </ul> <p>KSG keeps their staff, clients and customers informed about the food provenance by clearly displaying details of their food and beverage supply network in their restaurants.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>It is KSG’s aim to work in partnership with and support suppliers to ensure customers receive fresh local seasonal produce at competitive prices.</p> <p>KSG places a great deal of emphasis on the quality of its food offering. The company ensures that its food is sourced from the best suppliers through its Group Procurement Manager and audited by its own qualified auditor, Pio Gilroy.</p> <p>KSG has worked very closely with their suppliers and as such has developed an excellent working relationship with regards to the picking of produce and the delivery time that suits each individual restaurant. KSG deliberately works with a limited number of suppliers to meet its strict criteria to ensure its’ customers get the best products at the best price.</p> <p>The company’s meat, game, fruit and vegetable products are sourced from Bord Bia Quality Assured farms and delivered by suppliers approved under the Bord Bia Quality Assurance Schemes. Fish and seafood products are produced under BIM Quality Assurance Schemes.</p> <p>KSG strives to source Fairtrade mark products such as fruit (bananas, pineapple and melon), vegetables and dry good produce (chocolate, rice, tea, coffee and spices).</p> <p>KSG uses an array of suppliers around the country who deliver quality and consistent products. Many of the company’s suppliers are based locally to its restaurants which allow KSG to receive the best fresh produce and also give the company a chance to support the restaurant’s local community.</p> <p>The Group Procurement Manager and Group Quality, Health &amp; Safety Manager review these suppliers on an ongoing basis and are always looking for new and innovative artisan suppliers within the restaurant’s vicinity.</p> <p>Distribution to KSG’s units is done directly by its suppliers, to ensure the best freshness and quality of produce into its units.</p>
<p><b>Advice to new suppliers</b></p>	<p>KSG welcomes contact from potential suppliers. Contact should initially be made via email to the Group Procurement Officer.</p>
<p><b>Other information</b></p>	<p>Typically credit terms are 60 days. KSG already works with a number of brands and franchises and is always looking for new and innovative products.</p>

## Premier Dining

Address: Premier Dining Limited, 2 Herbert Lane, Dublin 2

Website: [www.premierdining.ie](http://www.premierdining.ie) Phone: 01 662 4341 Email: [info@premierdining.ie](mailto:info@premierdining.ie)

<b>Company Profile</b>	<p>Premier Dining is a contract catering business established in 2006. The company has a number of sites providing catering services across a range of foodservice sectors including business and industry, education and general hospitality (functions).</p> <p>Each location is stand alone with a dedicated kitchen and produce is prepared daily on each site.</p> <p>Premier Dining is currently catering for 2,000 customers daily for breakfast, lunch, afternoon tea and dinners.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Anne O’Neill  Operations Manager: Mary Kennedy (responsible for menu planning, innovation and day to day operations)  Email: <a href="mailto:info@premierdining.ie">info@premierdining.ie</a>  Phone: 01 662 4341</p>
<b>Product mix</b>	<p>All eating occasions are catered for and the types of cuisine vary from modern Irish to ethnic offerings, as the company’s client base is multi cultural. Most menus change on a weekly basis.</p> <p>Premier Dining is currently developing dishes provide healthy eating options with have a full nutritional breakdown for customers. Premier Dining has seen the change in their customers eating trends and feel customers are more health conscious now, so the company is working towards this change.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Premier Dining is constantly looking for new ways to serve its customers, whilst maintaining a focus on quality and flexibility.</p> <p>The company uses all fresh produce in their dishes. All their meats, fruit and vegetables and dry goods are sourced from Irish suppliers.</p> <p>The company sees opportunities for Irish food suppliers who can deliver innovative food products at competitive prices. The continuing trend that it is observing in its locations is a clear focus on value for money by customers, with a requirement for healthy eating forming part of the offer.</p> <p>Premier Dining has an ethos of supporting local businesses and uses all Irish produce.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Price is very important as Premier Dining is selling predominantly to price sensitive customers. Likewise, quality, product range and variety, good value for money, punctual delivery times, flexibility and traceability are important purchasing decision making criteria.</p> <p>Premier Dining holds an ISO 9001 2008 upgrade.</p>

	<p>Supplier requirements are HACCP and ISO 9000 accreditation and all suppliers must have a food quality management procedure in place.</p> <p>Purchasing is centralised with the Managing Director and Premier Dining likes to deal with suppliers in partnership.</p> <p>The Managing Director agrees the terms and the chefs place the orders. The volume of orders changes seasonally.</p> <p>The frequency of goods inwards into the sites is a maximum of three days a week. Orders are placed by phone and online.</p>
<b>Distribution providers</b>	<p>Premier Dining currently deals with BWG for all its ambient, chilled and frozen products. The company deals with Kish Fish for seafood, Keelings for fruit and vegetables and Frylite for oil, in addition to some speciality suppliers.</p>
<b>Advice to new suppliers</b>	<p>New suppliers should provide the required accreditations and an innovative product range adding value to service. Premier Dining likes to see ideas for new products that meet changing trends.</p> <p>Suppliers should be able to demonstrate how their product can be used.</p>
<b>Additional information</b>	<p>Credit terms are 30 days.</p>

## Sodexo Ireland

Address: 23 Rock Hill, Main Street, Blackrock, Co. Dublin

Website: [www.sodexo.ie](http://www.sodexo.ie)

Phone: 01 283 3654

Email: [ken.oriordan@sodexo.com](mailto:ken.oriordan@sodexo.com)

<b>Company Profile</b>	<p>Sodexo Ireland is a leading provider of food and facilities management services, delivering on-site service solutions to clients in business and industry, education, financial services and healthcare. The company employs 2,000 staff based in 200 client locations in ROI and NI.</p> <p>Sodexo offers an integrated facilities management solution to existing and prospective clients, depending on their needs and requirements. As well as catering, the company provides a wide range of support services which includes reception, mailroom, waste management, cleaning services, helpdesk, security, grounds maintenance and in-house gym management.</p>
<b>Relevant purchasing contacts</b>	<p>Buying Manager: Ken O’Riordan          Email: <a href="mailto:ken.oriordan@sodexo.com">ken.oriordan@sodexo.com</a>          Email is the preferred method of contact.</p>
<b>Product mix</b>	<p>Sodexo’s menus usually operate a four week cycle and change seasonally in line with what fresh produce is available through the local supply base.</p> <p>Catering options include coffee shops, retail shops, staff catering, student catering, patient catering and 24 hour service manufacturing including weekends.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The core list of ingredients tends to remain unchanged with variety and flair introduced via the company’s Executive Chef and craft development team. Chef forums are organised on a regular basis, at which new recipe ideas and best practices are shared with chefs from the various sites. These forums provide an opportunity for the development chefs to demonstrate new products that have been approved by the Buying Manager. Inclusion of products in a chef forum can be arranged via the Buying Manager.</p> <p>All purchased meat comes under the Bord Bia Quality Assurance Scheme. It is company policy to display the origin of meat on all menus.</p> <p>There is a preference to buy Irish and the company sources as much product as possible from local suppliers and artisan producers. 64% of food ingredients used is of Irish origin.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Key elements of Sodexo’s purchasing policy are taste, price and food safety standards. All new products of interest are first reviewed by the company’s taste panel headed by the Craft Development Chef. If the product passes this test, then pricing is reviewed. The next step in the purchasing process is a food safety audit of the supplier by Sodexo Safeguard, the company’s food safety division. The audit criteria are set by Sodexo and a charge applies for this.</p>

	<p>Purchasing is centralised through the Buying Manager. The opinions of the Craft Development Chef and taste panel are taken into account when arriving at a purchasing decision. Pricing is benchmarked against UK prices which are provided by Sodexo UK. Although key tender dates are not fixed, all major contracts for supply are for a fixed term. The length of the term varies and is set by the Buying Manager.</p> <p>For major ingredients, a single supplier is preferred. For example, all beef to the ROI sites is supplied by one company and another company supplies beef to NI.</p> <p>Each site places its own orders via phone.</p>
<b>Distribution providers</b>	<p>Pallas Foods is the largest distributor, delivering all of Sodexo's red meat and speciality product requirements including ambient, frozen and chilled foods, pork and bacon. Cuisine de France supplies bakery products. Dairy products are supplied on a regional basis and Glanbia is the largest dairy supplier. Fruit and vegetables are supplied by Keelings.</p>
<b>Advice to new suppliers</b>	<p>All approaches should be directed to the Buying Manager via email.</p>
<b>Additional information</b>	<p>Credit terms: 60 days</p> <p>There is room for brands in the operation, however Sodexo has a range of internal brands which vary according to the business sector, and they are quality and value driven.</p>





## HEALTH

## Health Service Executive

Address: HSE Procurement Portfolio & Category Management, Cherry Orchard Hospital,  
Ballyfermot, Dublin 10

Website: [www.hse.ie](http://www.hse.ie)

Phone: 01 620 6280

Email: [joe.redmond@hse.ie](mailto:joe.redmond@hse.ie)

<b>Company Profile</b>	HSE Procurement Portfolio and Category Management is responsible for strategic sourcing, tendering, and contracting for all HSE's non pay expenditure. Estimated value of annual foodservice spend is €70 million.
<b>Relevant purchasing contacts</b>	Joe Redmond is the Assistant Head of Portfolio & Category Management for the hospital services portfolio, which includes food contracting and may be contacted on the landline above or by email <a href="mailto:joe.redmond@hse.ie">joe.redmond@hse.ie</a>
<b>Product mix</b>	Fresh meats - lamb, beef, pork; Fresh poultry - chicken, turkey; Fresh fish; Fresh bread confectionery; Fresh eggs and pasteurised eggs; Fresh fruit and vegetables; Fresh dairy produce; Ambient food products; Frozen food products.
<b>Opportunities for Irish food and drink suppliers</b>	Suppliers should consider developing differentiation strategies that provide innovative product and supply chain channels to improve the existing level of service and reduce costs.
<b>Purchasing policy and supplier requirements</b>	<p><b><u>Foodservice Category Strategy</u></b></p> <ul style="list-style-type: none"> <li>- Planned, proactive and continuous engagement with the internal customer and supply communities.</li> <li>- Determine opportunities in the supply market to reduce costs and improve service levels.</li> <li>- Conduct a robust competitive process in line with HSE Procurement Policy and EU Procurement Directives.</li> </ul> <p><b><u>How to do Business with the HSE</u></b></p> <ul style="list-style-type: none"> <li>- The main route for new business is through the Irish Public Sector Procurement website <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>.</li> <li>- Register your company interest by category of product and receive notification of new tender opportunities as they arise.</li> <li>- Engage with HSE Procurement through Portfolio &amp; Category Management and Logistics and Inventory Management.</li> </ul> <p><b><u>Things to consider when tendering to the HSE</u></b></p> <ul style="list-style-type: none"> <li>- Is the requirement clear? If not seek clarification in line with the communications protocol specified in the tender documents.</li> <li>- Answer all the questions as fully as possible, give examples and reference previous relevant experience.</li> <li>- Be clear and concise.</li> <li>- Follow the requested format and instruction to tenders.</li> </ul>

	<ul style="list-style-type: none"> <li>- Attach all requested documentation.</li> <li>- Make sure to get your tender in on time and to the correct address.</li> </ul> <p>The HSE has ambient, chilled and frozen storage facilities.</p>
<b>Distribution providers</b>	Foodservice product is sourced both directly from the manufacturer / processor and through wholesalers.
<b>Advice to new suppliers</b>	Seek to achieve effective marketing and communications with HSE Portfolio & Category Management and Logistics and Inventory Management. Cover the main channels of product traceability, quality, innovation and value for money.



## GOVERNMENT CONTRACTS

## Defence Forces

Address: SO Food and Catering Procurement , Directorate of Ordnance,  
McKee Barracks, Blackhorse Avenue, Dublin 7

Website: [www.military.ie](http://www.military.ie) Phone: 01 804 6025

<b>Company Profile</b>	<p>The Defence Forces central purchasing office is responsible for all purchasing of food and front of house provisions (this includes navy and air corps).</p> <p>There are 17 military locations nationwide including Air Corps in Baldonnell Aerodrome and Navy in Haulbowline, Co. Cork.</p> <p>In 2010, 789,000 meals were prepared by the Defence Forces.</p> <p>The value of food purchased annually is approx. €3.7 million.</p> <p>This figure is not expected to increase in 2011-2012 due to a recruitment embargo and reduced training/overseas missions. There has also been a decrease in the daily allowance which has had a knock-on effect on the value of food purchased annually.</p>
<b>Relevant purchasing contacts</b>	<p>Captain Fran Kehoe Email: <a href="mailto:fran.kehoe@defenceforces.ie">fran.kehoe@defenceforces.ie</a></p>
<b>Product mix</b>	<p>All types of food, but mainly fresh products as meals are cooked from scratch with a variety of meal occasions – breakfasts/snacks/main meals, as well as silver service events.</p> <p>99% of meat and vegetable products used are raw. A 21-day rolling menu is used and this is designed by the Defence Forces School of Catering. All meat products are fully traceable from farm to table.</p> <p>Beverage purchasing is in small quantities and this is handled through the Irish Defence Forces Canteen Board for tea/coffee, etc.</p> <p>Also offered are individual portion 24 hour “operational ration packs” designed by the Defence Forces each of which contains 4,000 calories. These are tendered for separately on the etenders website (<a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>).</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Suppliers should monitor the public procurement etenders website for upcoming tenders and/or supply larger distributors as routes to supply.</p> <p>The majority of the food supplied to the defence forces is from Irish suppliers.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Service and flexibility to supply at very short notice is critical e.g. late evening/weekends, as troops may be deployed with as little as 24 hours notice.</p> <p>Contracts are fixed price. No LTA discounts are in place.</p>

	<p>Credit terms are 15 days and determined by the purchase order system.</p> <p>Distributors are audited at a minimum of once a year for HACCP compliance. This would not involve primary producers' premises. There is no charge for these audits/inspections.</p>
<b>Distribution providers</b>	<p>Distributors such as Allied Foods, Kildare Farm Foods, Jackie Leonards, Johnston Mooney and O'Brien, Glanbia and Vestey Foods are used at present and these may offer a route to market for potential suppliers.</p>
<b>Advice to new suppliers</b>	<p>All purchasing is conducted through the e-tenders website (for beverages, contact the relevant Canteen Boards).</p> <p>No samples are required unless the supplier is shortlisted as part of the tender process.</p> <p>There are 17 locations to be serviced and each location has excellent chilled, frozen and ambient storage.</p> <p>The navy requires only one delivery location rather than multiple locations. This is then divided for shore use and supply to eight naval vessels.</p>
<b>Other information</b>	<p>Typically tenders were twice a year for fruit and vegetables, based on seasonality – this is no longer the case. The trend is towards longer tender contracts e.g. one year and longer, even up to three years. Most key suppliers have now moved to longer term contracts.</p>

## Irish Prison Service

Address: IDA Business Park, Ballinalee Road, Longford, Co. Longford

Website: [www.irishprisons.ie](http://www.irishprisons.ie)

Phone: 043 333 5100

Email: [info@irishprisons.ie](mailto:info@irishprisons.ie)

<b>Company Profile</b>	<p>There are 14 institutions in the Irish prison system. Each prison has two canteens; one for staff and the other for prisoners.</p> <p>Prisoners are served three meals per day. Meals are cooked from scratch in the prisoner kitchens. A contract caterer is used to supply and prepare food for the staff.</p> <p>All contracts for supply of ingredients to the prisoner kitchens are awarded by the Irish Prison Service (IPS). Contracts are awarded on a regional basis.</p> <p>Tenders for Irish Government contracts, including those for the Irish Prison Service, are advertised through the Irish Government tenders website which can be found at: <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a></p> <p>Tenders were awarded in October 2011 for 2011-2012 contracts.</p>
<b>Relevant purchasing contacts</b>	<p>Procurement Officer: Harry Dunne          Email: <a href="mailto:hpdunne@irishprisons.ie">hpdunne@irishprisons.ie</a>          Phone: 043 333 5100</p>
<b>Product mix</b>	<p>Meals for the prisoners are prepared in-house by IPS staff with the assistance of some inmates. The three meals provided are breakfast, dinner and tea. There is a standardised 28-day menu. At the end of each 28-day cycle, the menu starts again. As a result, orders are relatively steady and predictable.</p> <p>All meals are cooked from scratch. Some vegetables are purchased 'ready to cook'.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The ingredient requirements of the prisoner kitchens are divided into seven lots (meat, bakery, dairy, fruit and vegetables, oil, dried goods, and bread) and tendered out. The seven lots are further divided into five geographical areas (Dublin North, Dublin South, Midlands, Southern and North West).</p> <p>There is an opportunity for suppliers to tender for these three year contracts which will be open again for tender in 2012.</p> <p>The IPS is open to approaches from producers who are already listed with current suppliers to the IPS. Any new products are sent to the menu review group.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Purchasing policy is governed by EU legislation. The food requirements of the prisons are tendered EU wide. The IPS cannot discriminate in favour of any group of suppliers.</p>



	<p>An 'evaluation team' consisting of IPS staff assesses each tender based on the award criteria as set out in the tender documents.</p> <p>The IPS conducts its own Hygiene/Food Safety audits of suppliers annually. Suppliers are audited on a selection basis and this may entail the inspection of primary producers' premises from time to time. There is no charge to the distributor or producer for these audits.</p> <p>Orders are gathered centrally and faxed to suppliers once a week, detailing the daily quantities to be delivered to each prison.</p> <p>Deliveries up to six days per week are required. Delivery windows are frequently short and suppliers need to be aware of this.</p> <p>Pricing is via fixed price contracts with no bulk/LTA discounts.</p> <p>In relation to meat, uniformity of meat cuts is of particular importance.</p>
<p><b>Advice to new suppliers</b></p>	<p>Suppliers can tender directly to the IPS as advertised on <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a>.</p> <p>Contracts are awarded for 2 years, with an optional third year.</p>



OTHER

## Purchasing Solutions Ltd

Address: 1A Woodlands Office Park, Southern Cross, Bray, Co. Wicklow

Website: [www.purchasingsolutions.ie](http://www.purchasingsolutions.ie) Phone 01 204 0070 Email: [info@purchasingsolutions.ie](mailto:info@purchasingsolutions.ie)

<b>Company Profile</b>	<p>Purchasing Solutions provides a purchasing procurement consultancy. The procurement of food and beverage services is one element of its diverse offering. With food and beverages, Purchasing Solutions tenders out to potential suppliers and the winning supplier then deals directly with the client company.</p> <p>The company's customers are primarily the services sector, both public and private, in addition to well known quick food service chains.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Gavan McGirr          Email: <a href="mailto:gavan@purchasingsolutions.ie">gavan@purchasingsolutions.ie</a>          Phone: 01 204 0070</p>
<b>Product mix</b>	<p>Purchasing Solutions tenders out a wide range of products to satisfy the procurement needs of its clients.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Tendering is either direct to prospective suppliers or via <a href="http://www.etenders.gov.ie">www.etenders.gov.ie</a></p> <p>Purchasing Solutions' expertise is ensuring best value for money for clients.</p>
<b>Purchasing policy and supplier requirements</b>	<p>Purchasing Solutions seeks the following from potential suppliers/distributors:</p> <ul style="list-style-type: none"> <li>• HACCP</li> <li>• QC certificates</li> <li>• Evidence of financial strength</li> <li>• References</li> <li>• Evidence of tax compliancy</li> <li>• CVs of staff (for contract catering)</li> <li>• Scale i.e. capability to fulfil contract</li> <li>• Quotation of total cost</li> </ul>
<b>Distribution providers</b>	<p>Purchasing Solutions usually tenders contracts to distributors with nationwide distribution e.g. Musgraves, Pallas Foods or large contract catering companies e.g. ARAMARK Ireland, Compass Catering and Sodexo.</p>
<b>Advice to new suppliers</b>	<p>Suppliers should either be listed with the main distributors or approach the catering operators directly e.g. ARAMARK Ireland, Compass Catering and Sodexo, etc. as access to a nationwide distribution system is important, along with the ability to fulfil all of the above supplier requirements, particularly scale.</p>

## FOODSERVICE DISTRIBUTORS

## Aghadowey Food Services

Address: 96 Moneybrannon Rd, Coleraine, Co. Derry BT51 3SL

Website: [www.aghadoweyfoodsolutions.com](http://www.aghadoweyfoodsolutions.com)

Email: [greg@aghadoweyfoodsolutions.com](mailto:greg@aghadoweyfoodsolutions.com)

Phone: 028 7086 8306

<b>Company Profile</b>	<p>Aghadowey Food Services (AFS) is a family owned foodservice company. AFS offers the catering and bakery industry a comprehensive range of ambient and chilled products, including a large selection of speciality products. Distribution extends to the Ulster region and selected counties listed below.</p> <p>AFS are members of buying groups ‘The Country Range Group’ and ‘Nisa Today’, providing access to a range of over 1,500 catering and retail products.</p> <p>The company commenced trading over a century ago and distributes to both the retail and catering sectors. Foodservice and bakery accounts for over 90% of sales and the remainder of sales are to the retail sector.</p> <p>The company has EFSIS and STS quality accreditation for warehousing and storage.</p>
<b>Relevant contacts</b>	<p>Buyer: Greg McPeak          Email: <a href="mailto:greg@aghadoweyfoodsolutions.com">greg@aghadoweyfoodsolutions.com</a>          Phone: 028 7086 8306</p>
<b>Product range</b>	<p>The range extends to 4,500 products and includes dairy products, cooked meats, fats, spreads, speciality Mediterranean foods, bakery ingredients, flour mixes, cake toppings, dried fruits, soft drinks, herbs, spices, canned vegetables, fruit, fish, sauces, gravy mixes, rice, pulses, confectionery, cleaning and hygiene products. The own label ‘Country Range’ products are a point of difference for Aghadowey.</p> <p>Chilled product accounts for 25% of product distributed, the remaining 75% comprising of ambient goods.</p>
<b>Sectors served</b>	<p>Within the foodservice sector, the company services restaurants, hotels, chip shops, cafés, hospitals, schools and nursing homes, in addition to servicing a number of Government contracts.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company tries to buy local produce where possible. For example, all the flour and dairy products stocked are produced in Ireland. Only products that are not produced locally are imported e.g. tinned fruits and canned vegetables.</p> <p>There are no apparent gaps in the company’s range of 4,500 products. However, the company welcomes approaches from producers who are producing foods that were previously only available from overseas.</p>
<b>Purchasing policy</b>	<p>AFS prefers to buy locally produced foods and is very positive towards taking on new Irish suppliers where appropriate.</p> <p>Key purchasing considerations are product traceability, quality and customer satisfaction, which are followed by price.</p>

	<p>The company is listed for central billing with Costcutter.</p> <p>The Purchasing Manager is influenced in his purchasing decisions by the sales team and also by key customers amongst whom new product samples are circulated.</p>
<b>Supplier requirement and ordering procedure</b>	<p>AFS is EFSIS and STS accredited and insists that its suppliers have a quality accreditation. All suppliers must complete a supplier questionnaire and supply documentation to demonstrate their food safety systems. AFS pays for food safety audits where appropriate i.e. supplying the Health Service / Public Sector.</p> <p>Orders are placed via phone, fax and email and deliveries are booked in between 7.30a.m. and 3.30p.m.</p>
<b>Geographical spread</b>	<p>From its depot in Coleraine, AFS distributes to all of the six Northern Irish counties, in addition to Donegal, Cavan and Monaghan.</p> <p>All locations are serviced with at least one or two deliveries per week.</p>
<b>Fleet size</b>	<p>The company purchased a new fleet of 12 chilled and ambient vehicles in 2011 which consists of 11 trucks ranging in size from 7.5 tonnes to 21 tonnes and one articulated lorry.</p>
<b>Marketing support &amp; services provided</b>	<p>A product catalogue complete with photographs of products is now available online. This catalogue is updated on an on-going basis and the company does not now publish a hard copy of this catalogue. There is no charge to suppliers for inclusion in this online catalogue.</p> <p>A monthly magazine and product flyers are used to draw customers' attention to new products.</p> <p>The sales team is incentivised to develop the sales of new products.</p> <p>Orders are captured by telesales and field sales.</p> <p>New producers are encouraged to make a presentation of their products to the sales team and the store men. Producers may also visit customers with the company's sales representatives.</p> <p>AFS has a team of eight sales representatives and a four-person strong telesales team.</p>
<b>Advice to new suppliers</b>	<p>Contact the Purchasing Manager by email or telephone. Please bring samples and pricing to the initial meeting.</p>
<b>Payment Terms</b>	<p>By yearly agreement</p>

## Allied Foods

Address: 2<sup>nd</sup> Avenue, Cookstown Industrial Estate, Tallaght, Dublin 24

Website: [www.dcc.ie](http://www.dcc.ie) Phone: 01 466 2600 Email: [enquiries@alliedfoods.ie](mailto:enquiries@alliedfoods.ie)

<b>Company Profile</b>	Allied Foods is owned by the DCC Group and is Ireland's largest independent frozen and chilled distributor providing brand management and supply chain services to the FMCG, retail and foodservice sectors.
<b>Relevant purchasing contacts</b>	Sales Director: Michael Deegan Email: <a href="mailto:michaeldeegan@alliedfoods.ie">michaeldeegan@alliedfoods.ie</a> Phone: 01 466 2600 (Buying office is based in Cork: 021 494 7300)
<b>Product range</b>	Chilled, frozen and ambient product categories are carried by Allied. The percentage breakdown between chilled, frozen and ambient varies from month to month, with current growth in chilled and ambient categories.  Major brands include Rangeland Meats (burgers), Vandebrook/Lutosa (potato products), Bandonvale Cheese, Silver Pail ice cream, Patisserie Royale (desserts), Westbridge Foods (cooked poultry), Five Star Fish, Shalvey Poultry (cooked meats), Olhausen (cooked meats), Kara Foods (bakery lines) and Discovery Foods (Mexican foods).
<b>Sectors served</b>	The sectors of the foodservice market that are served are quick service restaurants, fast food outlets, the prison services, health boards and the army. Hotels, restaurants and hospitality and event catering sectors are also serviced.  Key customers include Burger King, Abrakebabra, O'Briens Sandwich Bars, Eddie Rocket's, The Bagel Factory, Four Star Pizza, Prison Services, Timepiece Restaurants, Department of Defence, HSE (Midlands and South), Wagamama and Yo! Sushi.  The company also serves an increasing number of small single site operators throughout the 26 counties.
<b>Opportunities for Irish food and drink suppliers</b>	Allied Foods predicts the main area for growth will be cooked meat and dairy products.  There is also an opportunity for selected dairy products, chilled and frozen chips and frozen Irish vegetables. These currently have to be imported.
<b>Purchasing Policy</b>	There is preference to source local produce, particularly for chilled product due to logistics.  The purchasing policy is a combination of quality and price.  Allied Foods has central billing with symbol groups. The company also has a relationship with all of the multiple groups.



	The Purchasing Manager and sales teams jointly influence purchasing decisions.
<b>Supplier requirement and ordering procedure</b>	<p>Allied Foods is BRC accredited. While it does not expect all of its suppliers to have BRC, it does expect a high level of food safety standards. Allied Foods carries out audits of suppliers and a charge may apply.</p> <p>The ability to deliver goods efficiently is an important criteria. Allied Foods now has the capability to backhaul from most parts of Ireland, the UK and close European markets.</p>
<b>Geographical spread</b>	<p>The company has three multi-temperature depots, two in Dublin and one in Cork.</p> <p>While Allied services ROI predominantly, it also supplies customers who have a presence in NI</p>
<b>Fleet size</b>	Allied Foods has a total fleet size of 43 vehicles broken down into 22 rigid trucks. All vehicles are multi-temperate i.e. they can carry chilled, frozen and ambient products.
<b>Marketing support &amp; services provided</b>	<p>There is an annual catalogue launch and the cut off date is September.</p> <p>The sales and telesales teams alert customers to new products.</p> <p>Price or volume promotions are encouraged to get product moving.</p> <p>Orders are gathered via the telesales and sales teams.</p> <p>Allied prefers all communications with customers to go via the sales team. There is no specific sales information available to suppliers. Allied encourages supplier participation in, and support for, catalogues, tastings and price promotions.</p> <p>Allied has a combined sales team of telesales staff and sales reps of over 15 people. There is a sales team in Dublin and a separate team in Cork.</p>
<b>Advice to new suppliers</b>	The Purchasing Manager is the first point of contact. Good quality products at a price that can compete with supply from the UK, the Continent and Ireland are required.

## Asia Market

Address: Merrywell Business Park, Ballymount Road Lower, Ballymount, Dublin 22  
 Website: [www.asiamarket.ie](http://www.asiamarket.ie) Phone: 01 426 8898 Email: [jan@asiamarket.ie](mailto:jan@asiamarket.ie)

<b>Company Profile</b>	<p>The Asia Market is one of the largest suppliers of fresh, frozen, dried and canned goods of Oriental produce to the restaurant, catering and retail trade in Ireland.</p> <p>The Asia Market opened 30 years ago in Drury Street, Dublin 2. The Cash and Carry opened in October 2007 in Ballymount, Dublin. From the Cash and Carry, the Asia Market delivers to restaurants and hotel groups via wholesalers or direct.</p> <p>The Asia Market provides services to both the retail and foodservice sectors.</p>
<b>Relevant contacts</b>	<p>Purchasing Manager: Jan Ebbs                  Email: <a href="mailto:jan@asiamarket.ie">jan@asiamarket.ie</a>                  Phone: 01 426 8898</p>
<b>Product range</b>	<p>The Asia Market carries all product categories, including fresh, chilled frozen and ambient ethnic food. Frozen and ambient produce are the largest categories, with imported seafood the most demanded by customers.</p> <p>The Asia Market carries all major Asian brands and suppliers. Several Irish brands are also carried, such as Odlums flour and Silverhill poultry products.</p>
<b>Sectors served</b>	<p>The sectors served are predominantly restaurants, hotel groups and foodservice industry suppliers.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key growth area for the Asia Market is the expansion of the Cash and Carry to increase the sales space area. The expanded premises will stock more local Irish products, particularly fresh and chilled, and a greater variety of Asian products than can currently be stocked in the supermarket and existing Cash and Carry. The expansion is yet to be completed.</p> <p>Irish people have a good knowledge of ethnic cuisine and are increasingly opting for it when dining out, as well as visiting the Cash and Carry in search of Asian ingredients.</p> <p>Growth for the Asian Market is driven by customers who can't find the products they are looking for in other wholesalers.</p> <p>The Asia Market wants to support Irish producers, particularly Irish meat products. Some fresh seafood is purchased locally, although more exotic species must be imported. In light of more competitive pricing from overseas, the company currently sources some meats from Europe.</p> <p>The company sources fresh fruit and vegetables directly through local farmers in North Co. Dublin. Occasionally, fruit and vegetables are imported from Holland when they are not locally available.</p>

<b>Purchasing policy</b>	<p>The Asia Market emphasises the quality of the products it sells. It is demanded by customers who have their own high standards to maintain.</p> <p>The Asia market strives to ensure that each product it sells adheres to this principle and is of the highest quality in its category.</p> <p>The Asia Market will always look to purchase locally, but pricing must be competitive.</p> <p>In making a purchasing decision, the Purchasing Manager is influenced by both the Sales Director and Managing Director.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Suppliers to the Asia Market must furnish them with factory QA specifications and evidence of compliance with EU requirements. HACCP is mandatory.</p> <p>The Asia Market also audits Irish suppliers' premises directly.</p> <p>Orders are placed via both phone and email.</p> <p>Supplier delivery windows into the Asia Market are usually Monday to Friday, but they are open for deliveries seven days per week.</p>
<b>Geographical spread</b>	<p>The Asia Market has one depot in Ballymount, Dublin and one retail unit at 18 Drury Street, Dublin 2. Deliveries are made seven days per week.</p> <p>The Asia Market services both NI and ROI.</p>
<b>Fleet size</b>	<p>The Asia Market has 10 chilled multi-temperate trucks for fresh, frozen and ambient products.</p>
<b>Marketing support &amp; services provided</b>	<p>The telesales team calls customers daily and alerts them to new products.</p> <p>Price promotions are encouraged to get product moving.</p> <p>Orders are gathered via telesales and the truck drivers, who also represent suppliers to customers.</p> <p>Everybody in the business is involved in sales. Currently there is no dedicated sales staff, although there are plans to appoint sales personnel in the future.</p>
<b>Advice to new suppliers</b>	<p>New potential suppliers should call or email the Purchasing Manager to arrange a meeting and bring samples.</p>

## Atlantis Seafood Wexford Ltd.

Address: Strandfield Business Park, Rosslare Road, Co. Wexford.

Website: [www.atlantis.ie](http://www.atlantis.ie)

Phone: 053 912 3309

Email: [sales@atlantis.ie](mailto:sales@atlantis.ie)

<b>Company Profile</b>	<p>Atlantis Seafood (Atlantis) has been in business for 20 years and distributes fresh and frozen fish and seafood. The company also smokes its own fish.</p> <p>Atlantis distributes to foodservice operators, independent supermarkets and butchers.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing and Sales Director: John Kenny Phone: 086 232 3186</p> <p>Sales Representative: Martin Buggy Phone: 086 387 3507</p> <p>Telephone is the preferred method of communication.</p>
<b>Product range</b>	<p>Atlantis carries fresh and frozen fish and seafood including shellfish. The categories are 50% fresh (chilled) and 50% frozen. There is perhaps a slight bias towards chilled in the marketplace at present.</p> <p>All products are unbranded, with the exception of smoked salmon, which is branded Atlantis.</p>
<b>Sectors served</b>	<p>Atlantis services hotel groups, restaurants, hospitals, pubs, army barracks and contract catering.</p> <p>Customers in the hotel sector include the Griffin Hotel Group, Carlton Group, Brennan Group, Moran &amp; Bewleys Hotel Group and Druids Glen. The company also supplies the Southern and Eastern Health Boards as well as contract caterers.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Atlantis was awarded BRC accreditation in June 2010.</p> <p>90% of the fish and seafood distributed by Atlantis is sourced from Irish fishermen. The exceptions to this are farmed sea bass from Greece, salmon from Scotland and tuna from France.</p> <p>Atlantis is a strong supporter of local Irish fishermen and is open to new products.</p>
<b>Purchasing policy</b>	<p>Atlantis has a strong preference to source local produce.</p> <p>The purchasing policy of the company is quality first, followed by price. Mark O'Connor, Director, also influences purchasing decisions.</p>
<b>Supplier requirements and ordering procedure</b>	<p>Orders are placed by phone and Atlantis collects the fish and seafood itself from local fishermen.</p>
<b>Geographical spread</b>	<p>Atlantis has one depot in Wexford at the above address.</p> <p>Currently the geographical area serviced is Dublin, the South East, Cork, the Midlands and the West.</p>

	<p>The company intends to expand its area of distribution by the end of 2011.</p> <p>Delivery frequency is three to six days per week. Dublin is six days per week.</p>
<b>Fleet size</b>	The fleet comprises 10 vehicles, consisting of both chilled/frozen vehicles.
<b>Marketing support &amp; services provided</b>	<p>Orders are gathered via the telesales team. Customers are alerted to the arrival of new products by the telesales team.</p> <p>There are two sales representatives on the distributor's team.</p>
<b>Advice to new suppliers</b>	Potential suppliers should contact the Purchasing and Sales Director to make an appointment.
<b>Other information</b>	<p>Audits from Health Boards and catering/hotel groups are not charged.</p> <p>Credit terms are typically 30 days.</p>

## B.D. Foods

Address: Hillhall, Glaslough, Co. Monaghan

Website: [www.bdfoods.ie](http://www.bdfoods.ie)

Phone: 01 855 0524

Email: [sales@bdfoods.ie](mailto:sales@bdfoods.ie)

<b>Company Profile</b>	<p>B.D. Foods was established in the 1980's. The company now supplies over 1,500 frozen, chilled and ambient food products to the foodservice sector across all counties north of a line from Sligo to Athlone to Waterford.</p> <p>The company exclusively supplies the foodservice sector.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Paul Bowe  Sales Manager: Paul Horisk  Email: <a href="mailto:sales@bdfoods.ie">sales@bdfoods.ie</a>  Phone: 01 855 0524 (this number redirects to the Monaghan office)</p>
<b>Product range</b>	<p>The range of products carried includes dry goods, poultry products, ice creams, desserts, speciality products, cheeses and cured and cooked meats.</p> <p>Chilled accounts for 40% of turnover, ambient 50% and frozen 10%.</p> <p>The company carries many French branded products.</p>
<b>Sectors served</b>	<p>The company focuses on the foodservice market. Its clientele are mostly hotels and restaurants (including Michelin star level), cafes and delis.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There is ample opportunity for import substitution from Irish products if prices are competitive. In particular, the company is actively increasing the amount of poultry that is sourced locally.</p> <p>The company supplies a selection of Irish farmhouse cheeses and is looking to expand this range further.</p>
<b>Purchasing Policy</b>	<p>The company is loyal to its existing brands and suppliers. Origin of produce is a secondary consideration.</p> <p>Quality, value and service are the key elements of the company's purchasing policy. The company strives to offer the best quality available in the market in all its categories.</p> <p>When making a purchasing decision, the Managing Director takes the advice of the Sales Manager into consideration.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Suppliers are required to provide documentary evidence of their food safety processes.</p> <p>Orders with suppliers are placed via telephone and email. Delivery times are agreed individually with each supplier.</p>
<b>Geographical spread</b>	<p>From the company's depot in Co. Monaghan, all counties in NI, the east and parts of the west of Ireland are served.</p> <p>The delivery schedule is at least two deliveries to each area every week, although the majority of areas have next day delivery.</p>

<b>Fleet size</b>	The company runs a fleet of twelve Ford transit vans all of which have chilled and frozen compartments.
<b>Marketing support &amp; services provided</b>	<p>The company has a price list, which is updated on a regular basis. In addition, an online catalogue is maintained on the company's website and this is updated fortnightly.</p> <p>When a new product becomes available, samples are introduced to the customer base by the sales team. Customers are also alerted to the arrival of a new product via text and email.</p> <p>Orders are captured by telesales.</p> <p>New producers are encouraged to visit key customers and to introduce their products. Sales information is available to producers.</p> <p>B.D. Foods has a team of five sales representatives.</p> <p>The company is using social media tools to enhance its marketing activity.</p>
<b>Advice to new suppliers</b>	Potential suppliers should contact the Managing Director by telephone and make an appointment. Please bring samples and pricing. Arrangements will then be made for the supplier to visit a number of customers to get feedback on the new products.
<b>Other information</b>	Credit terms are the 14 <sup>th</sup> of the following month.

## Boyne Valley Group

Address: Boyne Valley Group, Head Office, Platin, Drogheda, Co. Louth

Website: [www.boynevalley.com](http://www.boynevalley.com)

Phone: 041 987 0300

Email: [info@boynevalley.com](mailto:info@boynevalley.com)

<b>Company Profile</b>	<p>Established 50 years ago, the Boyne Valley Group spans 33 categories of food, personal care and home care products. Its brand portfolio has made it market leader in the categories in which it operates, with popular local brands including Killeen, Don Carlos, Giovanni di Firenze and Boyne Valley.</p> <p>There are three strands to the Boyne Valley Business:</p> <ol style="list-style-type: none"> <li>1. Manufacturing: Primary manufactures of honey, home baking, household and personal care products.</li> <li>2. Global Sourcing: Source both food and non-food products under Boyne Valley own brands, both globally and in Ireland.</li> <li>3. Partnerships: Local partners for major multinational brands e.g. Walkers and Campina.</li> </ol> <p>Boyne Valley operates the sales and distribution of all the products stemming from the above activities into the retail and foodservice sectors. 90% of sales are generated from the retail sector and the remaining 10% are from the foodservice sector. The Boyne Valley Group is a potential route to market for Irish producers.</p>
<b>Relevant purchasing contacts</b>	<p>Commercial Director: Paul Kinch          Email: <a href="mailto:pkinch@boynevalley.com">pkinch@boynevalley.com</a>          Phone: 041 987 0300</p>
<b>Product range</b>	<p>A wide variety of ambient categories are covered including honey, preserves, noodles, home-baking, snacks, oils, Mediterranean products, condiments and non-food household items. The chilled range includes dairy products, convenience and seafood products.</p> <p>The group's brand portfolio includes well known brands such as Harvest Fare, Lakeshore, Life Force, Killeen, Don Carlos, Giovanni de Firenze, Boyne Valley Honey, Homecook, Rob Roy, Panda, Irish Breeze, Russell Will and Greenlea Wines.</p>
<b>Sectors served</b>	<p>Within the foodservice sector, the Boyne Valley Group mostly supplies the market through various national and regional distributors such as Musgrave Foodservices, BWG Foodservices, Stonehouse and other independents. In addition, Boyne Valley supplies a number of hotels and other foodservice outlets directly from its warehouse in Drogheda.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The Boyne Valley Group is actively seeking to develop its foodservice business by increasing market penetration of its existing product range.</p> <p>The group welcomes proposals from producers especially for products that are new to the market and have a point of difference; they also seek regional artisan products.</p>



	<p>The Boyne Valley Group currently have a gap in their range for pizza based products and seek to source premium quality pizza with a 21+ day shelf life. They are willing to speak to any manufacturer who can help strengthen their current chilled portfolio.</p>
<b>Purchasing policy</b>	<p>The Boyne Valley Group has a preference to source local produce once it is of good quality and at a competitive price.</p> <p>The group takes a partnership approach to its suppliers and looks at the people, quality, pricing, service levels, potential market, etc.</p> <p>Purchasing decisions are made by the NPD team after a review of market data and a detailed discussion with the team internally.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Producers are expected to have food safety standards of BRC accreditation. Producers are audited by the group's auditors who use the group's audit criteria. Suppliers bear the cost of audits.</p> <p>Orders are placed via email.</p> <p>Chilled deliveries can be agreed for any time to the chilled warehouse in Drogheda, which is open 24 hours a day, seven days a week. A slot will be agreed for the delivery of ambient goods from Monday to Friday.</p>
<b>Geographical spread</b>	<p>From its depot in Drogheda, the 32 counties of Ireland are serviced. A next day delivery service is provided to the Dublin region. All other regions receive a delivery two days after ordering, at the latest.</p>
<b>Fleet size</b>	<p>Deliveries to customers that are supplied directly by the group are outsourced. There are separate providers for chilled and ambient deliveries. The group has access to a pool of up to forty trucks.</p>
<b>Marketing support &amp; services provided</b>	<p>A price list with images is updated regularly. There is also a foodservice brochure. No fee applies for inclusion in this brochure.</p> <p>When a new product is listed, presentations are made to the group's wholesale customers and the group's sales representatives introduce the product to the customers who are supplied directly. Stock promotions are encouraged to develop the sales of new products.</p> <p>Orders are captured from customers that are supplied directly by the group's team of 25+ sales representatives.</p> <p>Producer visits to customers are facilitated in conjunction with the group's sales representatives. Sales information is made available to producers to facilitate sales development.</p>
<b>Advice to new suppliers</b>	<p>Send an email to the Commercial Director, briefly outlining the range of products on offer and where they would fit into the market place.</p>
<b>Other information</b>	<p>Supplier support would include product education, samples, images, stock and possibly some direct involvement with product sales.</p>

## Brakes

Address: 221 Hillhall Road, Lisburn, BT275LQ, Northern Ireland

Website: [www.brakesgroup.com/our-business/okane-foodservice/](http://www.brakesgroup.com/our-business/okane-foodservice/)

Email: [sales@brakes.eu](mailto:sales@brakes.eu) Phone: 048 926 64231

<b>Company Profile</b>	<p>Brakes Ireland is an all island business servicing all sectors for the foodservice industry in Ireland. In October 2008, O’Kane Foodservice, Lisburn was acquired by the Brakes Group. From that beginning their foodservice sales on the island of Ireland have grown organically from €20 million to €85 million over the past three years.</p> <p>In NI, the majority of their foodservice business is via the independent, education and health channels. In the ROI, their main foodservice customer is Compass Catering, ARAMARK Ireland and a number of hotel chains including the Maldron. Brakes also operate a ‘logistics’ facility for Compass Catering, with individual suppliers dealing directly with the Compass team.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Mairead Quinn  Email: <a href="mailto:mairiad.quinn@brakes.eu">mairiad.quinn@brakes.eu</a></p>
<b>Product range</b>	<p>At present, the product category split is 40% ambient, 30% frozen and 30% chilled. 72% of the entire product sold on the island of Ireland is procured in Ireland.</p> <p>Brakes’ own brand products currently account for less than 25% of sales in Ireland.</p> <p>The company believes that provenance is important to ROI customers. Brakes are open to engagement with a wider group of Irish suppliers, while acknowledging that in the short term, a supplier’s ability to engage with the end user (operator) and drive demand for their product is crucial.</p>
<b>Sectors served</b>	<p>Brakes supply all sectors of the foodservice market.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Key growth areas include the provision of fresh meat and meat products. There is an opportunity to enhance the company’s product range across dairy and chilled produce. There is also an opportunity for ready meals and any product innovation focused on benefits to the foodservice sector.</p>
<b>Purchasing policy</b>	<p>The company has a preference to source its products through local companies.</p> <p>The company has a central billing arrangement with a number of retail outlets.</p> <p>The wider management team including purchasing, sales and marketing influences purchasing decisions.</p>
<b>Supplier requirement and ordering procedure</b>	<p>The company conducts supplier audits and ensures its suppliers conform to industry supplier regulations. A charge may apply for this.</p>

	EDI, while not a requirement, is preferred. Most orders are placed over the telephone. The company receives supplier deliveries five days per week, from 7a.m. to 5p.m.
<b>Geographical spread</b>	<p>The company has depots in Dublin, Cork, Galway, Lisburn and Strabane. Goods are received inwards from both Dublin and Lisburn only.</p> <p>The company operates a six-day week delivery system.</p>
<b>Fleet size</b>	The company fleet consists of 79 multi-temperature trucks offering a six-day delivery service.
<b>Marketing support &amp; services provided</b>	<p>Brakes product catalogue currently comprises circa 6,500 products across all temperature formats.</p> <p>The company organises monthly workshops where existing suppliers are invited to drive product sales via engagement with the telesales team. Telesales promotions, product knowledge workshops and tastings are used to promote new products.</p> <p>All orders are gathered via telesales.</p> <p>The company encourages suppliers to speak with its customers where they are working in conjunction with them.</p> <p>The company provides sales support both North and South, with over 20 field sales professionals on the island of Ireland.</p>
<b>Advice to new suppliers</b>	New suppliers should have a clear understanding of the nature of the business and need to speak to the company about this. New suppliers must demonstrate key points of difference in their products, innovation and value for money.
<b>Other information</b>	<p>Annual turnover: €85 million.</p> <p>The payment culture in the industry at the moment has been relatively good and the company's debtor days are reducing over time.</p> <p>There is significant growth in both chilled and frozen foods, though there is greater growth in chilled.</p> <p>The company would like to work on a supplier-specific basis and would like to work on menu development as well as further develop sales and promotions.</p> <p>Main customers served include ARAMARK Ireland and Maldron Hotels. The company serves many pub groups in the south and has contract business through universities and schools in NI.</p>

## BWG Foodservice

Address: Greenhills Road, Walkinstown, Dublin 12

Website: [www.bwgfoodservice.ie](http://www.bwgfoodservice.ie)

Phone: 01 409 0300

Email: [orders@bwg.ie](mailto:orders@bwg.ie)

<b>Company Profile</b>	<p>BWG Foodservice is a multi temperature distributor wholesaler to the foodservice industry. The foodservice company has over 20,000 products and services all sectors of the foodservice industry. BWG foodservice is part of the BWG wholesale division and operates independently of the BWG retail division.</p> <p>BWG Foodservice's mission is to continuously provide customers with a quality, innovative and value for money food service.</p>
<b>Relevant purchasing contacts</b>	<p>Commercial and Trading Manager: Ricky O'Brien Email: <a href="mailto:robrien@bwg.ie">robrien@bwg.ie</a> Phone: 01 409 0300</p> <p>Category Buyer for Ambient Goods: Susan Davy Email: <a href="mailto:sdavy@bwg.ie">sdavy@bwg.ie</a> Phone: 01 409 0300</p> <p>Category Buyer for Chilled, Frozen and non-food Items: Susie Golby Email: <a href="mailto:sgolby@bwg.ie">sgolby@bwg.ie</a> Phone: 01 409 0300</p>
<b>Product range</b>	<p>A complete range of ambient, chilled and frozen foods in all categories is carried to serve the needs of all sectors of the foodservice and hospitality industry. In addition, a complete range of beverages, disposables and cleaning items is stocked.</p> <p>All major brands, in addition to the 'Chef's Kitchen' own brand range are stocked. The 'Chef's Kitchen' range now has in excess of 200 items available in the range.</p>
<b>Sectors served</b>	<p>All sectors of the foodservice sector are served both public and private. Customers include hotels, hospitals, quick serve restaurants, sandwich bars, fine dining restaurants, prisons, schools, contract caterers, travel companies and hot and cold delis.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>BWG Foodservice has expanded its 'Chef's Kitchen' range over the last 12 months with a total of 200 items available in the range. The range focuses on quality, service and price. The company intends to develop and grow this range and this is creating opportunities for Irish producers.</p> <p>BWG Foodservice deals with Irish suppliers where possible.</p> <p>The company is continuing to expand its chilled and frozen ranges. This development work is ongoing and there is plenty of scope for Irish producers to introduce products and grow sales under the company's private label chilled and frozen products.</p> <p>For example, there are opportunities for producers of ready meals, sandwich fillers, dairy products, poultry products and frozen goods.</p>

	<p>The company continues trading with a number of Irish producers and considerable growth opportunities exist for these producers to grow their sales through BWG Foodservice. The company is always open to approaches from producers.</p>
<b>Purchasing policy</b>	<p>The company has a preference to source local produce.</p> <p>Quality, price, service, range and innovation are the cornerstones of the company's purchasing policy. The range is tailored on a continuous basis to meet the needs of a diverse and dynamic market place.</p>
<b>Supplier requirement and ordering procedure</b>	<p>The company's warehouse system is state of the art and it demands a very high standard from suppliers (e.g. goods inwards are subjected to rigorous shelf life and temperature checks), barcodes are required on all outer packaging.</p> <p>All suppliers are audited by the BWG Foodservice quality assurance team against the company's internal audit criteria. There is no charge for this.</p> <p>Orders are placed with suppliers via EDI and delivery slots are agreed with suppliers individually.</p>
<b>Geographical spread</b>	<p>Multi temperature depots are located in Dublin, Cork and Galway and these are supported by 22 Value Centre Cash 'n Carry outlets located nationwide. Total foodservice warehousing exceeds 130,000 square feet.</p> <p>A next day delivery service is provided for six days a week across all the counties in the Republic of Ireland.</p>
<b>Fleet size</b>	<p>The dedicated foodservice fleet consists of 28 multi temperature vehicles.</p>
<b>Marketing support &amp; services provided</b>	<p>A product catalogue which features all the top selling products is revised annually. The next catalogue launch is due in January 2012. The deadline for new submissions is November 2011. This catalogue may also be viewed on the company's website <a href="http://www.bwgfoodservice.ie">www.bwgfoodservice.ie</a>, there is no charge for this.</p> <p>BWG Foodservice also issues another catalogue entitled 'Chef's Book', the essential guide for any chef or food-buyer's needs. This catalogue is available from the sales service team or on the company website.</p> <p>New products launches are supported by promotional activity (e.g. price promotions) and the telesales team draws customers' attention to new products, as do the company's sales representatives. The online version of the catalogue has a dedicated new product section.</p> <p>New suppliers are encouraged to visit customers and introduce their products. Sales information by category is available to suppliers.</p>

	<p>Sales support is provided by the company's business development team which consists of 18 sales representatives.</p> <p>The company operates a state-of-the art demo commercial kitchen and invites customers to visit and try products before they buy them. This is located on the North Road in Dublin and managed by the Head Chef.</p>
<p><b>Advice to new suppliers</b></p>	<p>Contact the relevant buyer via telephone or email to arrange to submit samples with a sales development plan and pricing. Contact details for the relevant buyers are above.</p>

## Capitol Foods Ltd.

Address: Bailliesmills Rd., Lisburn, BT27 6XJ, Northern Ireland

Website: under construction Phone +44 28 926 34558 Email: [colmcollins@capitolfoods.com](mailto:colmcollins@capitolfoods.com)

<b>Company Profile</b>	<p>Established in 2002, Capitol Foods supplies the foodservice sector with juices, coffees and associated products. The company is a beverage dispensing systems provider and has installed juice and coffee dispensing machines in over 900 outlets across both ROI and NI. Its main activity is the supply of coffee and juices to these dispensers. 70% of the dispensers are in the ROI.</p> <p>The foodservice sector is serviced in addition to retail outlets, where their coffee dispensers are located.</p>
<b>Relevant contacts</b>	<p>Sales Director: Colm Collins  Email: <a href="mailto:colmcollins@capitolfoods.com">colmcollins@capitolfoods.com</a>  Phone: 087 250 2173</p>
<b>Product range</b>	<p>The product categories supplied are coffees and juices. Some complementary products such as individually wrapped biscuits are also supplied.</p> <p>The coffees are roasted by Tchibo in Germany, the fourth largest coffee roaster in the world. The brands are Tchibo, Davidoff and Piacetto Italian coffee and Vista organic and fair-trade coffee. The tea brands include Lyons, Twinings teabags and leaf teas.</p>
<b>Sectors served</b>	<p>All sectors of the foodservice market are served, in particular hotels and retail outlets with self serve food-to-go offerings.</p> <p>The company is listed for central billing with Musgraves and currently supplies the Daybreak outlets. In NI, the company has coffee dispensers in Centra, Supervalu outlets and Spar outlets.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The opportunity for Irish producers is to supply products to complement the coffee and juice offerings. For example, a range of locally produced muffins could be distributed to sit on the coffee dispensers. The advantage to a supplier is that the company's sales team will be working to ensure their products are available for sale at all of the locations serviced by the company.</p> <p>The company has an interest in complimentary products with the coffee/juice offer in foodservice settings e.g. snack offering.</p> <p>There are opportunities for suppliers looking to introduce a system based product similar to those already utilized for coffee, e.g. milk, etc. as the support infrastructure is already in place.</p>
<b>Purchasing policy</b>	<p>The company has a preference to source Irish. The purchasing policy places highest priority on quality, followed by price.</p>

<b>Supplier requirement and ordering procedure</b>	<p>Potential suppliers are visited at their premises for a general site walk.</p> <p>Documentation must be provided to demonstrate compliance with regulatory food safety standards. There is no charge imposed for audits.</p> <p>Orders are placed via email.</p>
<b>Geographical spread</b>	<p>The company distributes through Crossgar Foodservice which also warehouse product on their behalf. Distribution is available across all 32 counties.</p> <p>Customers are serviced three to six days per week.</p>
<b>Fleet size</b>	<p>Distribution is via Crossgar Foodservice, which has a fleet of 50 trucks with ambient, chilled and frozen compartments.</p>
<b>Marketing support &amp; services provided</b>	<p>The company presents its product range to prospective customers via a PowerPoint presentation.</p> <p>Customers are alerted to the arrival of new products via email and the distribution of samples to the customer base, which is followed up on by the telesales team.</p> <p>Orders are captured via telesales. Producers are encouraged to visit the distributor's customers and sales information is made available to assist with sales development.</p> <p>The sales team consists of four sales representatives.</p>
<b>Advice to new suppliers</b>	<p>Think about how the end user will benefit from your proposition and consider putting a proposal together to meet a price point for a meal deal e.g. coffee and muffin for a price. Please contact the Sales Director to arrange a meeting.</p>
<b>Other information</b>	<p>Capitol Foods Ltd. recently invested in an upgraded IT system which will greatly assist the telesales operation.</p> <p>Credit terms are 30 days from statement.</p>



## Catering Suppliers

Address: Courtstown Industrial Estate, Little Island, Co. Cork.

Website: not available

Phone: 021 435 3145

Email: [cateringsuppliers@eircom.net](mailto:cateringsuppliers@eircom.net)

<b>Company Profile</b>	<p>Established in 1974, Catering Suppliers is a distribution company serving the needs of the foodservice sector in Munster. The company trades in ambient, chilled and frozen items.</p> <p>The company specialises in frozen foods which account for 75% of turnover. Chilled distribution accounts for 15% of turnover and the remaining 10% is made up by ambient goods.</p> <p>The retail sector is not serviced.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Noel Murphy          Email: <a href="mailto:cateringsuppliers@eircom.net">cateringsuppliers@eircom.net</a>          Phone: 021 435 3145</p>
<b>Product range</b>	<p>The product list extends to over 500 items and includes potato products, ice cream, desserts, vegetables, gateaux, cheeses, sauces, fish products, pizza bases and ingredients, burgers, meats, chicken products, frozen breads, herbs, spices and oils.</p> <p>Par-baked bread from O’Keefe’s Bakery in Cork, Big Al burgers and Lamb Weston Potato products are all important brands distributed.</p>
<b>Sectors served</b>	<p>All segments of the foodservice sector are served. The customer base includes hotels, restaurants, cafes, fast food outlets, hot food counters and sandwich bars. The company has identified a large growth in business in the sandwich bar outlets.</p>
<b>Opportunity for Irish food and drink suppliers</b>	<p>The share of Irish produced goods carried is increasing. Almost all goods distributed are Irish and the emphasis is on home grown produce. The notable exceptions are frozen potato products and frozen vegetables, these product categories do present opportunities for import substitution from Irish producers.</p>
<b>Purchasing Policy</b>	<p>The company has preference to source local produce. Efforts are made to buy Irish wherever an Irish option exists.</p> <p>The purchasing policy is to buy the best quality at the best price.</p> <p>The company is listed for central billing with BWG and serves the needs of hot food counters in Spar outlets.</p> <p>The purchasing decision is made by the Managing Director, who is influenced only by the needs of his customers. Samples of proposed new products are sent to key customers for trial.</p>
<b>Supplier requirement and ordering procedure</b>	<p>New suppliers are visited by the Managing Director for a general site walk in advance of trade commencing.</p> <p>Orders to suppliers are placed via phone, fax and email.</p> <p>Suppliers deliver their goods at agreed times during trading hours.</p>

<b>Geographical spread</b>	<p>There is one depot in Little Island in Cork where both the city and county of Cork are served. Distribution extends into most parts of Munster.</p> <p>There are two deliveries per day to Cork city, affording a same day or next day delivery service. There is a next day delivery service across Munster.</p>
<b>Fleet size</b>	<p>The fleet consists of seven vehicles ranging in size from Sprinter vans to 7.5 tonne rigid trucks. All vehicles have frozen, chilled and ambient compartments.</p>
<b>Marketing support &amp; services provided</b>	<p>There is a product catalogue which is continuously updated on a regular basis; a fee may apply for inclusion in this.</p> <p>Samples of new products are introduced to the customer base by the three sales representatives. A flyer is mailed to the customer base once per month updating them on new products. Promotion of a new product commences one month after launch.</p> <p>Certain products may require the supplier to educate the sales team and conduct a tasting. Facilities are in place for this.</p> <p>Orders are captured via telesales and two vans are dedicated to van sales i.e. capturing and fulfilling orders on the customer's doorstep.</p> <p>The company is open to assisting suppliers develop the sales of their products by sharing market insights. The team of three sales representatives is dedicated to developing the sales of the products of all suppliers.</p>
<b>Advice to new suppliers</b>	<p>Phone the Managing Director and make an appointment. Please bring samples.</p>

## Clona West Cork Foods

Address: University Hall Industrial Park, Sarsfield Road, Wilton, Co. Cork.  
 Website: not available      Phone: 021 434 5915      Email: [john.buckley@clona.ie](mailto:john.buckley@clona.ie)

<b>Company Profile</b>	<p>Clona West Cork Foods is a chilled and ambient distribution company serving the Munster and Leinster regions. The company specialises in distributing locally produced food and was formed in 1999 through an amalgamation of a group of small businesses. Clona Dairies Co-operative Society is the parent company.</p> <p>The company serves both the foodservice and retail needs of the Munster region. The foodservice business is approximately equal in size to the retail business.</p> <p>Since 2009, the company has moved into food production and is now producing readymade meals under the brand name Douglas Hyde. By the end of 2011 they intend to launch a range of soups, and garlic bread/baguettes and this presents opportunities for Irish producers to supply ingredients for these products.</p> <p>Since 2010 they are also involved in contract packaging.</p>
<b>Relevant purchasing contacts</b>	<p>Sales Manager: John Buckley                  Email: <a href="mailto:john.buckley@clona.ie">john.buckley@clona.ie</a>                  Phone: 021 434 5915</p>
<b>Product range</b>	<p>The product categories for the foodservice sector are dairy (including bulk cheese, Irish farmhouse cheese, Dubliner cheese, and yoghurts), cooked meats, breakfast ingredients, salads and dry goods (including rice, soups, oils, pastas and condiments), in addition to the Rich Sauce range of mayonnaises and sauces.</p> <p>Refrigerated product accounts for 75% of sales, the remaining 25% being at ambient temperature.</p> <p>Many locally produced brands are carried such as Dubliner cheese, Follain, Irish Yoghurt, Coolmore Foods and The Good Fish Company.</p>
<b>Sectors served</b>	<p>All sectors of the foodservice market are served such as hotels, restaurants, bars, cafes, guesthouses.</p> <p>With regards to the retail sector, the company has central billing for Musgrave Retail Partners, Londis ADM, BWG and Barry's of Mallow.</p>
<b>Opportunity for Irish food and drink suppliers</b>	<p>The company was initially founded to service the needs of local producers and they strongly support these producers.</p> <p>The company welcomes approaches from producers of new products with a point of difference. They are very interested in sourcing gluten free products and are looking to expand their offerings of these types of products.</p>

	The company has sourced some Irish produced charcuterie products and would be interested in sourcing more as they see a general gap in the market for these products.
<b>Purchasing Policy</b>	<p>The company has a preference to source local produce. The purchasing policy is to serve the needs of its customer base with as much locally produced foods as possible.</p> <p>When assessing a new product, Clona West Cork Foods will ask the potential supplier to visit a selection of their customers with samples of the products. The feedback received from the customer base is then taken into account in making a purchasing decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Producers are audited by the Clona Dairies QA team, which has its own audit criteria. The company bears the cost of these audits.</p> <p>Orders are placed with suppliers via telephone and fax. The company collects produce from many of its local suppliers and receives deliveries at its warehouse in Wilton, Cork from suppliers who are further afield.</p>
<b>Geographical spread</b>	All of the counties of Munster and the majority of Leinster are served with at least one delivery per week, though most customers receive two deliveries per week.
<b>Fleet size</b>	The fleet consists of 10 refrigerated trucks, which range in size from 16 feet to 24 feet long. In Dublin, the company sub-contracts its distribution service.
<b>Marketing support &amp; services provided</b>	<p>A price list detailing the entire range is issued monthly.</p> <p>The business operates a system of van sales i.e. the truck carries stock of all items and takes a customer's orders on calling at the customer's premises.</p> <p>Suppliers are encouraged to visit the distributor's customers to generate sales and also to educate the sales representatives regarding their products. Suppliers can obtain information on the sales performance of their products across the customer base from the Sales Manager.</p>
<b>Advice to new suppliers</b>	The Sales Manager is happy to talk to new suppliers and to offer them advice. Make an appointment to meet the Sales Manager and bring samples.

## Complete Cuisine

Address: Head office, Raheen Business Park, Raheen, Co. Limerick

Website: [www.completecuisine.com](http://www.completecuisine.com) Phone: 061 210 300 Email: [sales@completecuisine.com](mailto:sales@completecuisine.com)

<b>Company Profile</b>	<p>Complete Cuisine is a wholesale, sales and marketing and distribution company carrying frozen, chilled and ambient products. Its distribution network covers all of the Republic of Ireland.</p> <p>In addition to supplying the foodservice sector, Complete Cuisine distributes to deli counters in the retail trade, predominantly the symbol groups and Dunnes Stores. Complete Cuisine provides a food-to-go system concept in Spar, Mace, Costcutter, Londis and Gala stores under the Complete Cuisine Brand.</p> <p>Company turnover for 2009 was €20 million.</p>
<b>Relevant contacts</b>	<p>Purchasing Manager: Dave Hanrahan          Email: <a href="mailto:sales@completecuisine.com">sales@completecuisine.com</a>          Phone: 061 210 300</p>
<b>Product range</b>	<p>The product categories carried by Complete Cuisine include traditional breads, a panini concept and pre-filled panini, confectionery thaw and serve, Complete Cuisine and Café Cuisine branded doughnuts, ice cream desserts, confectionery ready to bake, luxury cakes and desserts, smoothie delights, wraps, nacho chips, tortilla shells, pizza snacks and pizza bases, a classic hot dog concept and a hot food menu.</p> <p>Products are sourced from Ireland, the UK, mainland Europe, Denmark and the US with 95% of products from suppliers within the Euro zone.</p> <p>Frozen products represent 95% of products with the remaining 5% split between ambient and chilled.</p> <p>Producers supply own label bespoke products for Complete Cuisine, which are carried under the Complete Cuisine brand.</p>
<b>Sectors served</b>	<p>The foodservice sectors served are in-store bakeries, coffee shops, hotels, restaurants, canteens, health boards, contract catering and in-flight service for flights departing from Irish airports.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Chicken is a very competitive product category currently and Complete Cuisine is currently looking for chicken products.</p> <p>Other product categories of interest are bakery and traditional Irish foods.</p> <p>Complete Cuisine is seeing greater growth in chilled foods and is expanding their chilled range which it sees as an opportunity for the future.</p>
<b>Purchasing policy</b>	<p>The policy of Complete Cuisine is to try to source from Ireland first.</p> <p>Complete Cuisine's purchasing policy includes quality assurance and accreditations, innovation, quality, service levels, and price being the final deciding factor.</p>

	<p>Purchasing decisions are influenced by the Purchasing Manager, who gathers the relevant information and conducts an internal taste panel at which new products are benchmarked against expectations.</p> <p>Innovation is an important selling point for any manufacturer intent on supplying Complete Cuisine.</p> <p>Complete Cuisine has central billing with several symbol groups.</p>
<b>Supplier requirement and ordering procedure</b>	<p>HACCP is a minimum accreditation for suppliers, although BRC and ISO 22000: 2005 would be a preference.</p> <p>Payment is made through EDI. Orders are placed through an internal online system.</p> <p>Supplier delivery windows and frequency of supply are six days per week before 2 p.m.</p>
<b>Geographical spread</b>	<p>There are three depots and a distribution hub. The depots are located in Raheen Business Park, Limerick; Cold Move, Galway and Complete Cuisine, Blanchardstown, Dublin.</p> <p>All depots have storage, distribution and office facilities and are multi-temperate.</p> <p>The hub is located in Cottage Farm, Newtowncunningham, Co. Donegal. The geographical area serviced is the Republic of Ireland currently.</p> <p>The frequency of service out is up to six days per week.</p>
<b>Fleet size</b>	<p>There are 17 vehicles, seven of which are multi-temperate.</p>
<b>Marketing support &amp; services provided</b>	<p>There is an annual catalogue launch cut off date pre-February for an April launch. In addition, in July and October the company publishes a back up flyer for marketing purposes.</p> <p>Telesales and customer service support staff alert customers to new products.</p> <p>Promotions are encouraged to get product moving through monthly promotional cycles with all suppliers.</p> <p>Orders are gathered via telesales.</p> <p>There are nine customer support staff on the road who provide sales information to suppliers through their field sales work.</p>
<b>Advice to new suppliers</b>	<p>Potential suppliers should approach Complete Cuisine with a profile on their company with details of the manufacturing plant, location, capacity, accreditations, number of employees, who they are, what are their current contracts, evidence of flexibility, product range and production cycles. This should be emailed in advance or brought to a meeting and it would be useful if this information was available on a website.</p>
<b>Other information</b>	<p>The company finds the payment culture to be quite good at the moment. The company has set up direct debits with its customers, which are normally paid on a weekly or fortnightly basis.</p>

	<p>A credit card and debit card payment facility is also available.</p> <p>There is currently greater growth in frozen foods, possibly due to the desire to have less exposure to waste.</p> <p>In terms of supplier support, more money is being spent on marketing, and this is reflected in the cost of the product. What is most important, however, is best pricing policy.</p>
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## Corrib Foods

Address: Kiltullagh, Athenry, Co. Galway

Website: [www.cfp.ie](http://www.cfp.ie)

Phone: 091 848 004

Email: [info@cfp.ie](mailto:info@cfp.ie)

<b>Company Profile</b>	<p>Corrib Foods Products (Corrib Foods) is a long established food distribution company, which provides chilled, ambient and frozen distribution service across the 32 counties. Corrib Foods is a full service foodservice distributor and stocks products across all categories.</p> <p>As well as operating out of its base in Athenry, the company has depots in Dublin and Cork.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Stan Lawless  Purchasing Manager: John Lawless  Email: <a href="mailto:info@cfp.ie">info@cfp.ie</a>  Phone: 091 848 004</p>
<b>Product range</b>	<p>The product range is broken down into three categories – chilled, ambient and frozen. The company’s catalogue may be viewed on <a href="http://www.cfp.ie">www.cfp.ie</a>. The range includes fresh potato products, fresh and frozen poultry, fruit and vegetables, fresh and frozen meat, fish products, frozen bread, confectionery, pizza, finger food and desserts.</p>
<b>Sectors served</b>	<p>Corrib Foods services all foodservice sectors including hotels, restaurants, bars, cafes, canteens and takeaways. In the retail sector they supply hot and cold delis.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Corrib Foods will consider all new Irish producers, but the product must have market potential. Since the company offers a broad product range there is no particular product type they are looking for, with the exception of cheese.</p> <p>The company is still rarely contacted by Irish producers and is more likely to be approached by European producers.</p>
<b>Purchasing policy</b>	<p>Price and quality are the key determining factors in listing producers. A minimum of seven days shelf-life is required to facilitate a product moving through the supply chain.</p> <p>There is an opportunity for brands within the company’s portfolio but pricing needs to be competitive.</p> <p>Pricing is based on a net/net basis with no requirement for LTAs.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Producers may deliver directly to the Galway or Dublin distribution centres or, in many cases, Corrib Foods will collect from the producers’ premises.</p> <p>Delivery frequency to the distribution centres depends on the product type and shelf life and is agreed specifically with the buyer.</p>
<b>Geographical spread</b>	<p>Corrib Foods operates a 32 county service and is particularly strong in the areas of Cork, Galway and Dublin and other large urban centres. The company works in conjunction with a number of smaller local distributors who cover other regions.</p>



<b>Fleet size</b>	The fleet consists of 40 multi-temperature vehicles.
<b>Marketing support &amp; services provided</b>	<p>All producers are encouraged to run promotions throughout the year and there is an opportunity for producers to buy formal advertising space in the catalogue. However, producers that do not avail of these adverts will still be featured in the catalogue and there is no charge for this.</p> <p>A monthly flyer is issued and distributed to every customer on which there is a section dedicated to new products. New products are also featured on the company website.</p>
<b>Advice to new suppliers</b>	<p>Corrib Foods does not seek exclusivity on any products and is open to considering any new product once the price and quality meet the company's requirements.</p> <p>The product has to be viable and priced competitively for the market.</p> <p>The company has particular difficulty with producers not putting outer barcodes on cases, which is essential for its business. This is viewed as a minimum requirement.</p>
<b>Other information</b>	<p>Payment terms are either 15 days or 30 days after the end of month of invoice, depending on what has been agreed with the producer.</p> <p>Case sizes are determined on an individual basis, depending on the product type.</p>

## Cross Distribution

Address: Cross, Cong, Co. Mayo

Website: [www.crossdistribution.ie](http://www.crossdistribution.ie) Phone: 086 822 0603 Email: [paraic@crossdistribution.ie](mailto:paraic@crossdistribution.ie)

<b>Company Profile</b>	<p>Established in 2004, Cross Distribution is a regional chilled and ambient distributor servicing the region west of the river Shannon.</p> <p>Foodservice accounts for up to 20% of sales, retail accounts for 60% and supply to butchers makes up the remaining 20%.</p> <p>Cross Distribution are agents for PRM Group.</p>
<b>Relevant purchasing contacts</b>	<p>Managing Director: Paraic O'Malley          Email: <a href="mailto:paraic@crossdistribution.ie">paraic@crossdistribution.ie</a>          Mobile: 086 822 0603          Phone: 094 954 5664</p>
<b>Product range</b>	<p>Chilled product constitutes 95% of the range and the remaining 5% is ambient product. The product range includes breakfast meats, desserts, beverages, yoghurts, salads, soups and soya milk.</p> <p>Rosderra meats, Muller yoghurts, Cully &amp; Sully soups, Clonakilty black pudding and Loughnane catering sausages and puddings are some of the brands distributed.</p>
<b>Sectors served</b>	<p>Within foodservice, the company supplies hotels, restaurants, cafes and bars and they also service the retail sector.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Price is very important. Fortunately in many cases the quality of Irish food is superior to cheaper imports and the operators continue to buy Irish where the quality differential is noticeable.</p> <p>Cross Distribution's philosophy is "Local, Fresh, Value".</p>
<b>Purchasing policy</b>	<p>The company has a preference to source local produce. In purchasing, quality is an important consideration and price has to be competitive.</p> <p>Purchasing decisions are made by the Managing Director, who is influenced by the sales team when making a purchasing decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>All suppliers are required to provide a copy of their HACCP plan and are visited for a general factory walk.</p> <p>Orders are placed via fax and delivery is required between 9am and 6pm.</p>
<b>Geographical spread</b>	<p>From the company's depot in Cross Co Mayo, a region from Achill Island across to the Shannon down to Athlone is serviced, along with counties Clare and Galway.</p> <p>90% of customers are serviced twice per week.</p>
<b>Fleet size</b>	<p>The company has three chilled vehicles each with a capacity of 7.5 tonnes.</p>

<b>Marketing support &amp; services provided</b>	<p>The company's price list is updated as soon as a new product is added to the range.</p> <p>New products are introduced to customers by the van sales team. Products are promoted post launch once sales have stabilised.</p> <p>Some orders are captured in advance to help the van sales system, which is in place. Producers are encouraged to speak to customers to develop sales. Information on the sales performance of a supplier's own products is available.</p>
<b>Advice to new suppliers</b>	<p>Potential producers should contact the Managing Director by phone and make an appointment to discuss their proposal.</p>
<b>Other information</b>	<p>There is no charge for factory audits.</p> <p>Credit terms are 30 days.</p> <p>A mixture of LTAs and fixed prices are in place.</p>

## Crossgar Foodservice

Address: Farranfad Road, Seaford, County Down, BT30 8NH, Northern Ireland

Website: [www.crossgar.ie](http://www.crossgar.ie)

Phone: 01 803 0555

Email: [sales@crossgar.ie](mailto:sales@crossgar.ie)

<b>Company Profile</b>	<p>Crossgar Foodservice is one of the leading foodservice suppliers in the island of Ireland, providing the foodservice market with a one-stop service. Turnover for the company is in the region of €50 million per year.</p> <p>Crossgar Foodservice is unique in the foodservice industry because it owns and controls the sourcing and production of its poultry, meat and sauce products. Crossgar Poultry was established in 1959 and Crossgar Meats in 1984.</p> <p>Crossgar Foodservice is the sole All Ireland distributor for 3663, the UK's leading foodservice company. With sales of over £1.2 billion per year, 3663 delivers ingredients, finished products and equipment to the catering industry in the UK. This exclusive agreement gives Crossgar Foodservice access to an additional 10,000 chilled, frozen, grocery and non-food products and on a day-to-day basis, Crossgar Foodservice sources and delivers a range of 4,000 products.</p> <p>Crossgar Foodservice supplies many of Ireland's leading restaurants, hospitals, schools, hotel groups, contract caterers and Government sectors.</p> <p>Other related companies in the Crossgar Foodservice company include Crossgar Poultry, Crossgar Meats and Crossgar sauces.</p>
<b>Relevant contacts</b>	<p>Stephen Millership, Trade and Marketing Manager (contact for all suppliers)  Email: <a href="mailto:steve.millership@crossgar.ie">steve.millership@crossgar.ie</a>  Phone: 01 803 0555  Michael Morrissey, Director  Email: <a href="mailto:michael.morrissey@crossgar.ie">michael.morrissey@crossgar.ie</a></p>
<b>Product range</b>	<p>The product categories carried by Crossgar Foodservice are split into meat, poultry, chilled, frozen, ambient, grocery, non-food, cleaning systems and catering equipment. The company is seeing strong growth across all product sectors and geographical areas.</p> <p>Crossgar Foodservice products include fresh poultry and meat sourced from its own BRC accredited companies, Crossgar Poultry and Crossgar Meats. The poultry and meat products are reared through a network of local and national farmers. Crossgar Foodservice distributes an exclusive range of Great Taste award winning "Dexter" beef sourced from farmers throughout Ireland. Crossgar sources fresh meat from ROI producers for ROI customers and from NI producers for NI customers. Crossgar Foodservice also supplies a range of fresh and frozen breaded chicken products, sourced through Crossgar Poultry.</p> <p>Other chilled products include an exclusive range of sauces, dips, dressings, marinades and mayonnaise.</p>

	<p>Crossgar Foodservice carries a wide variety of cheese, dairy and fine foods (including cheeses sourced from Irish artisan producers), cured meats, pâtés, foie gras, olives, oils and vinegars.</p> <p>The Provenance Collection, a premium range, currently includes Dexter Beef, Crossgar Free Range Chicken and Lissara Farm Free Range Ducks, which are locally produced by a network of farmers with respect for the animals and the environment.</p> <p>Crossgar Foodservice won six Great Taste Awards in 2010 and four in 2009 for the Lissara Farm Free Range Duck, Dexter Beef and Crossgar Free Range Chicken Products.</p> <p>Fresh food products include fruit, vegetables, herbs and a range of sandwiches.</p> <p>Frozen foods include the Wexford based Paganini desserts, ice-creams, sorbet and coulis ranges, frozen meats and poultry and Silverhill duck (also available as a chilled product). Rice, buffet style food, ready meals, filled paninis and wraps and bakery goods are also supplied.</p> <p>Ambient products (grocery and non-food) are representative of a wide range of well known brands including Heinz, Robertsons, Kelloggs, Tate+Lyle, Schwartz, Britvic, Walkers, Cadbury, Mars, Nestle, Knorr and Colemans. Crossgar Foodservice also carries a wide range of tea and coffee brands including Twinings, Kenco, Davidoff, Vista Fairtrade and Tchibo.</p>
<b>Sectors served</b>	Crossgar Foodservice primarily operates in the foodservice market in Ireland, both North and South.
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key growth areas and opportunities for Crossgar Foodservice are the extension of their already well established “farm to fork” service and the expansion of their recently launched Provenance Collection of products.</p> <p>With all of the Provenance Collection products and any additions to the Collection such as Dorset Lamb, the focus is on quality rather than quantity and all meat and poultry are reared on open farms.</p> <p>Crossgar Foodservice is currently seeking other high end products that fit the Provenance Collection brand. The company welcomes advances from suppliers regarding products that could be added to this premium range. Artisan breads and cheese were mentioned as examples of the type of products that could be included.</p> <p>Other products where Crossgar Foodservice still sees opportunities for Irish producers are deli cooked meats e.g. chicken, hams and roast beef. Frozen vegetables and poultry are also products that could be sourced from Irish producers.</p>
<b>Purchasing policy</b>	Crossgar Foodservice has a strong preference to source local produce across all product ranges.

	<p>The most important criteria of Crossgar Foodservice’s purchasing policy is that there is the right “fit” with the business. Crossgar Foodservice uses a questionnaire to check all purchasing criteria including quality and service. Price is the last determinant, as all other criteria must be met before negotiations on pricing.</p> <p>Crossgar Foodservice likes to build long term relationships with producers and is very loyal to them as a result. In return, producers are expected to work with the company on promotions, special offers, product innovation etc. to build the business.</p> <p>Stephen Millership, Trade and Marketing Manager and Michael Morrissey, Director of Crossgar Foodservice influence purchasing decisions.</p>
<p><b>Supplier requirement and ordering procedure</b></p>	<p>Crossgar Foodservice holds BRC accreditation across all of its businesses. The company therefore has a preference for all suppliers to either have BRC already, or to be working towards BRC within a limited time period e.g. 6 months for new suppliers. Suppliers will bear the charge of any audit.</p> <p>Orders are placed by EDI, email, phone and fax.</p> <p>Deliveries are taken into the depots and hub (see below) six days per week. Crossgar Foodservice also operates a fleet of vehicles hauling from the UK and continental Europe and can offer haulage services to customers and suppliers.</p>
<p><b>Geographical spread</b></p>	<p>Depots and hubs are all multi-temperate. There are two depots in NI, one in Fermanagh and the other in Seaforde, Co. Down and three additional production facilities in Co. Down. Crossgar Foodservice has a distribution hub in Portlaoise with additional cross dock facilities throughout Ireland.</p> <p>The company services all 32 counties up to seven days per week if required.</p> <p>Crossgar Foodservice has launched a “distribution solutions” warehouse in Co. Down providing a flexible and bespoke warehousing and logistics solution and a product consolidation service on a local, national and European basis.</p>
<p><b>Fleet size</b></p>	<p>There are a total of 60 delivery vehicles in the fleet. All trucks are multi-temperate for fresh, chilled, frozen and ambient products.</p> <p>As regulations governing the temperature control (particularly of chilled products) are becoming a lot tighter, in 2010 Crossgar Foodservice invested in a fleet of 15 tonne lorries that use a new electrically powered refrigeration system.</p>

<p><b>Marketing support &amp; services provided</b></p>	<p>Crossgar Foodservice has an annual catalogue which is launched in October, with a cut off date in August. There is also a Christmas catalogue and a monthly special offer flyer which is updated with new product launches and price promotions. There are several advertising opportunities in the annual catalogue and a contribution is made from producers towards the cost of producing the catalogue, dependent on the size of their advert.</p> <p>There is a 20 strong telesales team, including meat and poultry telesales specialists working from 8.30a.m. – 8.30p.m. The telesales team and the 20 strong sales representative team alert customers to new products.</p> <p>In addition to the 20 sales representatives, there are meat and poultry field sales specialists (craft butchers) who help to develop specific products for particular customers.</p> <p>The Trade and Marketing Manager has meetings with all producers on a quarterly basis during which sales reports and targets are discussed.</p>
<p><b>Advice to new suppliers</b></p>	<p>New potential suppliers should approach the company by emailing a PowerPoint presentation on the business, the people behind the business, how the business is developing, the vision for the business in terms of growth, details of products, product range and indicative pricing.</p> <p>What Crossgar Foodservice is really looking for in producers is a passion for their business. Once the presentation has been reviewed by the Trade and Marketing Manager and Director, the producer will then be invited in for a meeting. Crossgar has a purpose built product development kitchen where samples are trialled.</p>

## Dairyland Cuisine

Address: Unit 12, Blanchardstown Corporate Park, Dublin 15

Website: [www.dairylandcuisine.com](http://www.dairylandcuisine.com) Phone: 01 882 9651 Email: [info@dairylandcuisine.com](mailto:info@dairylandcuisine.com)

<b>Company Profile</b>	<p>Established in 2000, Dairyland Cuisine is a national distributor of chilled and ambient foods to the foodservice and retail sectors across the Republic of Ireland. Chilled distribution accounts for 95% of turnover and ambient accounts for the remaining 5%. Turnover in 2010 was €18 million.</p> <p>Over 3,000 products are carried and the company provides 50 jobs nationwide. The company has developed their own private label (Dairyland Cuisine) for a wide range of dairy products including milk, spreads, butter, cream, cheeses.</p> <p>80% of sales are achieved in the foodservice sector and the remaining 20% are derived from the retail sector.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Director: Paud Horan Email: <a href="mailto:donra@indigo.ie">donra@indigo.ie</a> Managing Director: Martin Kiernan Email: <a href="mailto:martin@dairylandcuisine.com">martin@dairylandcuisine.com</a> Phone: 01 882 9651</p>
<b>Product mix</b>	<p>Dairy products are at the core of its range (butter, spreads, cheddar, continental cheese, cream, milk and yoghurts); they also carry preserves, egg products, fresh bread, scones, croissants and juices and are the main agent for Blenders Ltd.</p> <p>The company also distributes an organic range of milk and yoghurt direct from their Donegal Creameries farm.</p>
<b>Sectors Served</b>	Hotels, restaurants, bars, cafes, contract caterers, delicatessens and sandwich bars.
<b>Opportunities for Irish food and drink suppliers</b>	<p>The majority of their product range is sourced in Ireland with the only exception being speciality cheeses.</p> <p>The company is at present looking for Irish suppliers of meats such as bacon and sausages to complete their 'breakfast range' to the hospitality sector. All products must have a minimum of a 10 day shelf life.</p>
<b>Purchasing Policy</b>	<p>The company is committed to sourcing the majority of their products within the Republic of Ireland.</p> <p>The quality of produce sourced by the company is very important, but pricing must be competitive to enable the company to sell into a market place that is reluctant to pay a premium.</p> <p>Purchasing decisions are made by the Purchasing Director who is influenced by the needs of his customers.</p>



<b>Supplier requirement and ordering procedure</b>	<p>New suppliers are visited by a contract food safety auditor who audits against standards agreed with Dairyland Cuisine.</p> <p>There is no charge for these audits. Having BRC accreditation is beneficial.</p> <p>Orders are placed via email and deliveries are preferred between 9a.m. and 5p.m.</p>
<b>Geographical spread</b>	<p>Depots are located in Dublin, Athlone, Carlow and Waterford.</p> <p>The Dairyland Cuisine range of products is also stocked by Donegal Creameries in Killygordan, Co. Donegal and Clona West Cork Foods who have a depot in Cork.</p> <p>All 26 counties are served with at least 3 deliveries per week.</p>
<b>Fleet size</b>	<p>The company's fleet consists of 32 chilled vehicles which range in length from 14 feet to 22 feet.</p>
<b>Marketing support &amp; services provided</b>	<p>A product catalogue with photographs is launched annually and there is no fee to suppliers for inclusion in this catalogue.</p> <p>Customers are advised of the launch of a new product via email. Targeted promotions to assist launches are undertaken in co-operation with producers. Samples of new products will be distributed if available from the producer.</p> <p>Orders are captured via telesales.</p> <p>The company has a sales team of ten sales representatives who develop sales of products and provide sales support on behalf of producers.</p>
<b>Advice to new suppliers</b>	<p>Contact the Purchasing Director to arrange an appointment. Please bring information on proposed products and samples. Be prepared to provide samples for key customers to trial.</p>
<b>Other information</b>	<p>Credit terms are 30 days at month end.</p>

## Delicatessen Meat Supplies Ltd.

Address: Unit 66, Cherry Orchard Industrial Estate, Ballyfermot, Dublin 10

Website: [www.delimeats.ie](http://www.delimeats.ie)

Phone: 01 626 1706

Email: [info@delimeats.ie](mailto:info@delimeats.ie)

<b>Company Profile</b>	The company was established 30 years ago and services a wide and varied customer base in both foodservice and retail sectors.
<b>Relevant contacts</b>	Purchasing and Sales Manager: Martin Walsh Email: <a href="mailto:martinw@delimeats.ie">martinw@delimeats.ie</a> Phone: 01 626 1706
<b>Product range</b>	The company carries a broad range of meats, cheeses, salads, sandwich fillers, convenience foods and pizza supplies. The company specialises in meal solutions for the caterer.  The breakdown is 75% chilled, 15% frozen and 10% ambient.  The company's biggest brand is its own label Deli Meats, for which the company works very closely with suppliers.
<b>Opportunities for Irish food and drink suppliers</b>	Delicatessen Meats feels that while price has never been so important, quality is usually the deciding factor. The vast majority of sales are in the mid to high end of both price and quality ranges.  There may be some opportunities for import substitution across the range. The company's policy is to try to buy Irish goods.
<b>Purchasing policy</b>	Where possible, the company has a preference to source local produce.  The company has a large range of freshly prepared Irish produce in their range.  The sales team bring samples to the customers on a trial basis, before making a purchasing decision.
<b>Supplier requirement and ordering procedure</b>	The company requires suppliers to have BRC accreditation and generally conducts on-site visits. There is no charge for these.  Deliveries are accepted between 7am and 1pm Monday to Friday. Frequency of delivery depends on the product. It could be one to five times per week.
<b>Geographical spread</b>	All products are delivered to the company's Dublin depot. Leinster and Munster are serviced by van sales. The West and North are serviced through a telesales team.  The frequency of service is one to three times per week.
<b>Fleet size</b>	The company currently has a fleet of 11 vans and three trucks which are a mix of chilled and frozen and multi-temperature.
<b>Marketing support &amp; services provided</b>	The company has just produced a new brochure. The product range can be updated at any time, there is no cut-off. There is no charge for inclusion in the brochure.  The company uses POS material, direct mail and its sales and van sales team to promote sales.

	<p>In terms of promotions, the company will work with producers to see what best suits each product to get the maximum results.</p> <p>Orders are gathered mainly via van sales.</p> <p>In some cases the company see benefits of direct contact by suppliers with the company's customers.</p> <p>Value and volume monthly sales information is available to suppliers.</p> <p>The distributor does provide sales support, but suppliers are sometimes also encouraged to generate sales by visiting clients.</p> <p>The company has four sales reps and 11 van sales people.</p>
<b>Other information</b>	<p>The company is looking to source new and innovative products to add to their own range.</p>

## Derrynaflan Foods Ltd

Address: Lehenaghmore, Togher, Co. Cork.

Website: [www.derrynaflan.com](http://www.derrynaflan.com)

Phone: 021 431 8490

Email: [info@derrynaflan.com](mailto:info@derrynaflan.com)

<b>Company Profile</b>	<p>Derrynaflan Foods was established in 1987 and is currently a leading distributor of refrigerated and ambient products to the retail and foodservice industries. Nationwide distribution is provided via a fleet of refrigerated vehicles.</p> <p>In addition to its retail business, the company serves all sectors of the foodservice market.</p>
<b>Relevant purchasing contacts</b>	<p>Sales Director: Paul Skinner  Email: <a href="mailto:paulskinner@derrynaflan.com">paulskinner@derrynaflan.com</a>  Phone: 021 431 8490</p> <p>Managing Director: John Ryan  Email: <a href="mailto:johnryan@derrynaflan.com">johnryan@derrynaflan.com</a>  Phone: 021 431 8490</p>
<b>Product range</b>	<p>The company deals in high quality cooked meats, cooked breakfast products, sandwich bar ingredients, continental salami, bulk and speciality cheeses, butters, sauces, tinned pizza products, raw meats and deli products.</p> <p>Early in 2011 Derrynaflan partnered with the following companies to distribute their products:</p> <ul style="list-style-type: none"> <li>• Gubbeen Farmhouse</li> <li>• Cooleeney cheese</li> <li>• William Carr seafood</li> <li>• Dunbia meat</li> <li>• Loughnane's of Galway</li> </ul> <p>Many continental and Italian brands are carried including Agnesi pasta and San Benedetto water.</p>
<b>Sectors served</b>	<p>In addition to the major supermarket chains, Derrynaflan supplies all segments of the foodservice sector. In particular, the company has many customers in the hotel, restaurant, bar, café, sandwich bars, delicatessens, butchers, pizzerias and fast food outlet sectors.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company is supportive of Irish producers and this is reflected in the fact that in the last 12 months they have partnered with five new Irish suppliers. The company believes that there are opportunities for quality convenience foods for the food-to-go market.</p>
<b>Purchasing policy</b>	<p>The company does have a preference to source local produce, but it has to be competitively priced to succeed in the market.</p> <p>Purchasing policy is customer driven. The sales team bring feedback to the Sales Director who works with the Managing Director to source what the market requires. In the current market, much of the feedback is that price is critical.</p>

	<p>Derrynaflan is listed for central billing with Dunnes Stores, Superquinn, Londis, Stonehouse, BWG, and Barry's of Mallow as well as many leading foodservice operators.</p> <p>The purchasing decisions are made by the Sales Director and the Managing Director.</p>
<b>Supplier requirement and ordering procedure</b>	<p>New suppliers undergo a listing procedure that includes the supply of documentation to demonstrate food safety systems, HACCP compliance and Environment Health Officer approval.</p> <p>All outer cases should have an EAN 128 compatible barcode. Orders are placed via fax and email. Deliveries are accepted five days per week up to 2pm.</p>
<b>Geographical spread</b>	<p>Depots are located in Cork, Dublin, Tralee, Limerick, Galway and Sligo.</p> <p>All supplied goods are delivered to the Cork depot.</p> <p>Distribution is across the 32 counties as Derrynaflan now use two distribution companies in NI. A next day delivery service is available in ROI in all major population centres five days per week and all regions are serviced at least twice per week.</p>
<b>Fleet size</b>	<p>The fleet consists of 27 trucks, six vans and two articulated trucks. All vehicles are refrigerated.</p>
<b>Marketing support &amp; services provided</b>	<p>A new e-commerce website is to be launched in Spring 2012 which will detail all products carried.</p> <p>Customers are made aware of new products by the sales team. New products are often introduced with promotions.</p> <p>The majority of sales are achieved via van sales (vans carry sufficient stock to meet the customer's needs and the order is taken on arrival at customer's premises). A small percentage of specific customers use telesales and email.</p> <p>The company has a team of 31 sales representatives, who are available to develop sales on behalf of suppliers.</p> <p>In August 2011 Derrynaflan employed 5 Business Development Representatives to service ROI.</p> <p>Their role includes product range development and new business development.</p>
<b>Advice to new suppliers</b>	<p>Make contact with the Sales Director via phone or email and make an appointment for a meeting. Bring samples.</p>

<b>Additional information</b>	<p>Company turnover 2010: €19 million.</p> <p>The company now operates very strict credit quality control.</p> <p>The company's policy has been to improve credit terms with its suppliers over the last year to create strong business relationships with suppliers by having an efficient payment policy.</p> <p>In terms of supplier support, the company only wishes to have the best price given to them and they will then provide the rest.</p>
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## Dublin Food Sales

Address: Glasnevin Business Park, Ballyboggan Road, Dublin 11

Website: [www.dublinfoodsales.ie](http://www.dublinfoodsales.ie) Phone: 01 830 3833 Email: [info@dublinfoodsales.ie](mailto:info@dublinfoodsales.ie)

<b>Company Profile</b>	<p>Established 29 years ago, Dublin Food Sales is a predominantly ambient food distributor with chilled facilities servicing the foodservice sector in the greater Dublin region.</p> <p>95% of turnover is derived from the distribution of ambient product and the remaining 5% is from the distribution of chilled produce. The company does not deliver to the retail sector.</p>
<b>Relevant contacts</b>	<p>Managing Director: Martin Kernaghan  Email: <a href="mailto:martin@dublinfoodsales.ie">martin@dublinfoodsales.ie</a>  Phone: 01 830 3833</p>
<b>Product range</b>	<p>The company distributes a complete ambient range which includes tinned foods, beverages, condiments, sauces, herbs and spices, rice, pasta, biscuits, chocolates and sweets. The chilled range of goods incorporates juice and dairy, the company having recently taken on distribution of the Tropicana range of chilled juices as well as Snapple and Gatorade. The company is a major fresh yeast distributor in the Leinster area. The total number of products distributed exceeds 2,000.</p>
<b>Sectors served</b>	<p>Within the foodservice sector the company predominantly supplies restaurants and hotels. Customers include the Merrion Hotel, Shanahans on the Green, TGI Fridays and various golf clubs. The company also supplies a number of bakeries.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Apart from Tipperary Water, almost all ambient foods and sauces are imported.</p> <p>In particular, all jams currently distributed are imported and this presents an opportunity for Irish jam manufacturers. The majority of sauces are imported and this also presents an opportunity for import substitution.</p> <p>However, the company finds that restaurants are reluctant to pay a premium for their food products and tend to want everything at lowest price.</p>
<b>Purchasing policy</b>	<p>Purchasing policy is driven by customer requirements and demand for a new product is a key factor taken into account when arriving at a purchasing decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>All suppliers must supply product data sheets and complete specifications for the products they supply.</p> <p>Orders are placed via phone, fax and email. Deliveries are received five days per week within trading hours from 7.30a.m. – 5p.m.</p>
<b>Geographical spread</b>	<p>The company is based in Glasnevin, Dublin 11, from where all customers are serviced.</p> <p>A next day delivery service is provided five days per week.</p>
<b>Fleet size</b>	<p>The company fleet consists of six vehicles, three of which are ambient and the other three are chilled. Four of the above vehicles are Ford transits and the other two are smaller in size.</p>

<p><b>Marketing support &amp; services provided</b></p>	<p>A complete product list is updated as required.</p> <p>Customers are alerted to the arrival of new products by the sales representative. The company facilitates introductory offers proposed by producers.</p> <p>Although some orders are taken by the company's sales representative, the majority of orders are phoned in by customers.</p> <p>The distributor encourages producers to speak to its client base and sales information on the performance of products is available.</p> <p>The company has one sales representative.</p>
<p><b>Advice to new suppliers</b></p>	<p>Potential suppliers should contact the Managing Director via phone to arrange a meeting. The Managing Director will then write to relevant customers, advising them to expect a visit from the potential supplier with samples. If customers are interested in buying the product, the company will arrange to stock and distribute it.</p>



## Euro Frozen Foods

Address: Unit B1, Clonlara Avenue, Baldonnell Business Park, Co. Dublin

Website: [www.eurofrozenfoods.com](http://www.eurofrozenfoods.com)

Phone: 01 466 0125

Email: [info@effoods.com](mailto:info@effoods.com)

<b>Company Profile</b>	<p>Euro Frozen Foods was established in June 2004 and operates out of Baldonnell Business Park in Dublin.</p> <p>The company's main activity is sourcing and distribution to the foodservice sector. Predominantly this involves distribution of chilled, frozen and ambient product. The company has two in-house businesses, the first of which is the website <a href="http://www.diningin.ie">www.diningin.ie</a>, which is a home delivery service.</p> <p>The company also manufactures bouillons – catering packs of stock – as well as gravy mixes, demi-glaze and sauces under the Gourmet brand and distributes these in Ireland. The company has seen huge growth in this line of business in 2010. The past year has seen Euro Frozen Foods place a greater emphasis on their own Gourmet brand, which they will soon be selling into the retail market for the first time and are also looking at expansion of this range into the UK market.</p> <p>The company has also launched a new range of curry sauces for both the foodservice sector (under the Gourmet brand) and the retail sector (under the new Albert Peppers brand). This new curry range is manufactured in Ireland and is available in MSG free and gluten free ranges.</p> <p>Euro Frozen Foods has a central distribution unit in Baldonnell. The company has end user business, but also sells bouillon to other wholesalers in Sligo, Galway, Wexford and Waterford with one or two deliveries per month.</p> <p>Euro Frozen Foods has formed strategic alliances with a number of larger food service companies such as Lynas, Musgrave Foodservices, Crossgar, Brake Brothers and Barrys of Mallow and this has worked successfully for the company.</p>
<b>Relevant contacts</b>	<p>Managing Director: Paul Farrell Purchasing Director: Dorota Rizi</p> <p>Email: <a href="mailto:info@effoods.com">info@effoods.com</a> Phone: 01 466 0125</p>
<b>Product range</b>	<p>The company deals in approximately 75% frozen and 25% chilled and ambient food. The bulk of this is sold and delivered through foodservice channels. Due to challenging market conditions the company has to ensure best prices without compromising quality.</p> <p>Convenience is also a major factor.</p> <p>Main brands carried include: Silverpail ice cream, Gourmet bagels, Stafford's bakery, Patisserie Royale, Rangeland burgers and Irish Country Cuisine.</p>

	The company sources a lot of products from Ireland and has been concentrating on developing its own Gourmet Brand.
<b>Sectors served</b>	Very few restaurants are served; the company's main market is colleges, hotels, pubs, coffee shops and wholesalers. All sectors served are looking for more value and lower price points from their suppliers.
<b>Opportunities for Irish food and drink suppliers</b>	<p>Euro Frozen Foods believes that there is potential for huge growth in ready meals. There is a big gap in the market for a really good source of ready meals, but it has to be priced right. Since 2010 the company has co-partnered with the Fresh Soup Café in Sandyford (manufacturers of premium soup and ready meals).</p> <p>Due to the recession, the company is attempting to identify new business.</p> <p>The company is currently looking at manufacturing stock cubes for the retail market with the aim of exporting to the UK.</p>
<b>Purchasing policy</b>	<p>When the price point and quality is right, the company's absolute preference is to buy Irish.</p> <p>The company has been listed for central billing in Spar through one of its wholesalers.</p> <p>The purchasing decisions are influenced by the company's end users. The company's Purchasing Director meets with end users and tries to source product to meet their needs. Typically the Purchasing Director would request four or five samples and go back to the client for a final decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>HACCP is an absolute must for suppliers. Euro Frozen Foods has a BRC certificate for its factory in Poland and there is full traceability. In general representatives from the company will visit and audit the premises of new suppliers. There is no charge for this.</p> <p>Best before dates and temperature must be clearly marked and all packaging properly labelled.</p> <p>Most orders are placed via email, though phone and fax are sometimes used.</p> <p>Euro Frozen Foods is extremely flexible with its supplier delivery windows and generally accepts delivery 6 day per week from 5a.m. until 6p.m. The company also has a Sunday back up service available when circumstances require it.</p>
<b>Geographical spread</b>	<p>The company's depot is in Baldonnel, Dublin.</p> <p>Euro Frozen Foods offers a 32 county service.</p> <p>Bulk deliveries go out at 6a.m. six days per week from the Dublin depot. The company also has a courtesy van that can deliver as necessary. One of the major benefits of being a small organisation is the flexibility that it allows in this regard.</p>
<b>Fleet size</b>	Euro Frozen Foods owns five Ford Transit vans and one smaller van. All vehicles are multi temperature.

<p><b>Marketing support &amp; services provided</b></p>	<p>The company has a catalogue and it is updated approximately every two years, or as necessary. There is no particular cut off date. There is no charge to suppliers for inclusion in the catalogue.</p> <p>The company alerts customers to new products using cold calling and tastings. 90% of the company's marketing is done through referrals.</p> <p>Euro Frozen Foods runs many value added promotions.</p> <p>Orders are generally gathered via telesales. The company has a personalised relationship with its customers and offers next day deliveries.</p> <p>The company encourages suppliers to speak to customers in relation to product development or new ranges. The company sometimes brings suppliers in and together they look at offering new service for key accounts.</p> <p>A high level of sales information is available to suppliers.</p> <p>The company does provide sales support in that it often runs promotions and prints promotional materials.</p> <p>The company has one dedicated sales rep, however all staff are encouraged to assist at times.</p>
<p><b>Advice to new suppliers</b></p>	<p>In advance of approaching the company, suppliers are advised to investigate the needs of the company's customers and to look at market trends, etc.</p>
<p><b>Other information</b></p>	<p>Company turnover is approximately €4.5 million.</p> <p>Payment culture in the industry at the moment is challenging.</p> <p>Payment terms are 30 days credit.</p>

## Glanbia Consumer Foods

Address: Glanbia Consumer Foods, 3008 Lake Drive Citywest, Co. Dublin

Website: [www.glanbia.com/consumer-foods](http://www.glanbia.com/consumer-foods) Phone: 01 488 1000 Email: [pflynn@glanbia.ie](mailto:pflynn@glanbia.ie)

<b>Company Profile</b>	<p>Glanbia Consumer Foods (Glanbia) is the largest branded food supplier into the Irish grocery sector. The business unit supplies over 4,000 customers with almost two million consumer products each day.</p> <p>Glanbia's main activities are the manufacturing and distribution of dairy products, juices and third party products to the foodservice and retail sectors. Glanbia also has a doorstep milk delivery service.</p>
<b>Relevant contacts</b>	<p>Channel Manager for Foodservice: Paul Flynn          Phone: 01 488 1000          Mobile: 086 0414 611          Email: <a href="mailto:pflynn@glanbia.ie">pflynn@glanbia.ie</a></p>
<b>Product range</b>	<p>The product categories are milk, cheese, butters, spreads, cream, yoghurts, fromage frais, fresh soups, smoothies and juices. Products are 99% chilled, with no frozen products and the remaining 1% ambient.</p> <p>The major brands and suppliers carried by Glanbia are predominantly its own brands: 'Avonmore', 'Premier', 'Goldenvale', 'Yoplait', 'Kilmeaden', 'Snowcream', 'Petits Filous', and 'CMP.'</p> <p>Third party brands include Innocent smoothies and juices.</p>
<b>Sectors served</b>	<p>Glanbia distributes to all sectors of foodservice, including contract catering, education, health, hotels and restaurants, cafés, bakery and third party distributors.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Key growth areas are:</p> <ul style="list-style-type: none"> <li>• The “one stop solution” in chilled and ambient products, giving customers the opportunity to source all of the products they need in any range from just one supplier.</li> <li>• Extending the range of more basic products e.g. basic dairy products, basic yoghurt drinks, soft drinks and water. This would enable Glanbia to derive higher volume from the core SKUs that it carries from its own brands and third parties.</li> <li>• Broadening the geographical base and expanding into new markets such as the UK.</li> </ul> <p>Opportunities for Irish suppliers include the provision of full product ranges that complement the current dairy offering provided by Glanbia's own brands e.g. the entire breakfast menu to complement the dairy offering.</p> <p>Other opportunities include providing meal solutions for the evening meal e.g. chilled ready meals, fresh chilled juice varieties, olive oils.</p> <p>Glanbia is interested in products complimentary to breakfast dairy items, e.g. jams, preserves, eggs and portion controlled sauces.</p>

	<p>Glanbia is also interested in sourcing from producers of Irish dairy products with a point of difference which complement Glanbia's current product range, but who do not have the wheels to distribute the product e.g. regional cheeses and artisan products.</p>
<b>Purchasing policy</b>	<p>Glanbia has a strong preference to source local produce. Glanbia is a strong advocate of the National Dairy Council (NDC) campaign and Love Irish Food campaigns. The NDC campaign in particular, has proved a great success with both national and international coffee chains.</p> <p>The purchasing policy is a combination of price, quality and service.</p> <p>Glanbia has central billing with all of the multiples and symbol groups.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Supplier QA requirements are BRC and ISO standards. Glanbia has an in-house quality team that carries out audits of suppliers' premises. There may be charges for audits to suppliers' premises, and audits are typically annually.</p> <p>Orders are placed by EDI.</p>
<b>Geographical spread</b>	<p>Depots are all chilled and ambient and are located nationwide, including Wexford, Kildare, Dublin, Limerick, Louth and Kilkenny.</p> <p>The geographical area serviced is nationwide and frequency of service out is seven days per week.</p>
<b>Fleet size</b>	<p>Glanbia has over 340 milk agents and 23 chilled vehicles, which carry food products e.g. soups, yoghurts, butter and spreads to all parts of ROI. Glanbia also has a dedicated NI team.</p>
<b>Marketing support &amp; services provided</b>	<p>There is an overall company product catalogue which is updated with the launch of new products for retail that also has relevance for foodservice.</p> <p>For the foodservice sector specifically, Glanbia publishes product detail sheets which are updated with new product launches.</p> <p>Customers are alerted to new products through updates of the brochure and via the telesales and field sales teams. The telesales team operates from a large centre in City West, Dublin where over 4,000 customers are managed per week.</p> <p>Promotional activities and price promotions are encouraged to get both new and existing products moving.</p> <p>Orders are gathered via telesales, fax, EDI and the van sales team.</p>
<b>Advice to new suppliers</b>	<p>Potential suppliers looking for national distribution should contact the Channel Manager for Foodservice in the first instance with product details, product ranges and information on how they will complement Glanbia's brands and other third party brands for customers.</p>
<b>Other information</b>	<p>Credit terms will vary with each supplier.</p> <p>There is a combination of LTAs and fixed pricing in place.</p>

## Gleneely Foods

Address: Unit 5, Kilcarbery Business Park, New Nangor Road, Clondalkin, Co. Dublin

Website: Not available      Phone: 01 403 0300      Email: [sales@gleneelyfoods.com](mailto:sales@gleneelyfoods.com)

<b>Company Profile</b>	<p>Gleneely Foods is a family run business that distributes ambient and chilled foods across the 32 counties of Ireland from its depot in Dublin. The company commenced trading in 1989 and it services both the foodservice and the retail sectors. The foodservice business and the retail business are equal in size.</p>
<b>Relevant contacts</b>	<p>Managing Director: Percy Covitz          Email: <a href="mailto:sales@gleneelyfoods.com">sales@gleneelyfoods.com</a>          Phone: 01 403 0300</p>
<b>Product range</b>	<p>The range of products distributed includes oils, pastas, waters, flour, olives, dairy products, speciality cheeses, continental meats and water biscuits. The range extends to over 300 items.</p> <p>60% of sales are achieved from chilled products, the remaining 40% being ambient.</p> <p>Brands carried by Gleneely Foods include Mutti tomatoes, Fresh Olive Company olives, Miller Damsell biscuits, Galbani cheese and meats, Fiorucci meat, Ermitage cheese, Singletons cheese and Tavina mineral water.</p>
<b>Sectors served</b>	<p>Within the foodservice sector all segments of the market are serviced. The customer base includes high end restaurants, sandwich bars, hospitals, and schools. Other customers include Avoca Handweavers, The Bagel Bars, the Merrion Hotel, Musgrave Cash &amp; Carry, Pizza Milano, Aer Lingus and Allied Food.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Approximately 70% of the stock carried is imported. The company carries a wide range of Irish farmhouse cheeses and it sees a need for a range of Irish charcuterie, in particular smoked meats and salamis.</p> <p>Occasionally, requests for a greater variety of organic speciality cheeses are received, although this is still a small niche.</p> <p>Gleneely Foods are open to talking to suppliers regarding good quality accompaniments to cheese.</p>
<b>Purchasing policy</b>	<p>The company has a preference to source locally produced foods, as is demonstrated by its wide range of Irish farmhouse cheeses.</p> <p>When Gleneely Foods selects products for its fine dining customers, quality of product is paramount and price is a secondary issue. However, for its bulk catering business, price is the primary consideration, once a good quality standard is achieved.</p> <p>The company is not listed for central billing with group organisations.</p>

	<p>Purchasing decisions are made between the three family members in the business – Percy, Grace, and Michael Covitz. Customer reaction to a new product is the key consideration taken into account.</p>
<p><b>Supplier requirement and ordering procedure</b></p>	<p>All suppliers must complete a supplier questionnaire and submit documentation to substantiate their food safety systems. Suppliers are also audited by Gleneely Foods, which uses its own internal audit criteria. There are no charges to suppliers for this.</p> <p>Orders are placed with suppliers via email and fax.</p> <p>The company often collects orders from its Irish suppliers. The depot receives deliveries from 5a.m. to 4p.m. five days per week.</p>
<p><b>Geographical spread</b></p>	<p>Gleneely Foods has one depot in Dublin from which the entire island of Ireland is serviced.</p> <p>In the Dublin area, a next day delivery service is provided. All other areas are serviced at least once per week.</p>
<p><b>Fleet size</b></p>	<p>The company fleet consists of nine chilled vans, all of three tonne capacity. This size of vehicle facilitates all day deliveries into Dublin city centre.</p>
<p><b>Marketing support &amp; services provided</b></p>	<p>An annual brochure / price list is launched in March of each year. The cut off date for inclusion in the catalogue is January. If Gleneely take on a product for addition to their brochure / price list then there is no charge.</p> <p>Customers are alerted to the arrival of a new product by the distribution of samples, which is followed up with a phone call. Batches of 20 customers are targeted at a time.</p> <p>Introductory offers proposed by suppliers will be passed on. Gleneely Foods encourages producers to visit its customers. The company will call ahead to its customers to introduce the producer. Information is available to suppliers on the sales performance of their products.</p> <p>Orders are captured by a telesales team and the company has one sales representative who specialises in the Italian segment of the market.</p>
<p><b>Advice to new suppliers</b></p>	<p>Contact either Percy or Grace Covitz to discuss your proposal. Submit pricing and samples. Samples will be distributed to key customers for feedback. If there is a positive response and a demand for the new products, the company will be open to taking them on board.</p>

## Hannan Meats Ltd

Address: 9 Moira Industrial Estate, Old Kilmore Road, Moira, Co Down, BT67 0LZ  
 Website: [www.hannanmeats.com](http://www.hannanmeats.com) Phone: 048 9261 9790 Email: [peter@hannanmeats.com](mailto:peter@hannanmeats.com)

<b>Company Profile</b>	<p>Hannan Meats is a producer and distributor of meats and speciality products to the foodservice sector and to some independent retail outlets.</p> <p>Its distribution network covers NI, the border counties and Dublin. The company has been in business for over 22 years.</p> <p>Chilled, ambient and frozen products are distributed.</p> <p>The company also own a wholesale outlet <i>Meat Merchant</i> in Moira town, which has been trading successfully for 2 years.</p>
<b>Relevant contacts</b>	<p>Purchasing contacts: Peter Hannan or David Rosbothom                  Email: <a href="mailto:peter@hannanmeats.com">peter@hannanmeats.com</a>                  Phone: 048 9261 9790</p>
<b>Product range</b>	<p>The product categories include fresh and speciality meats (beef, lamb, pork and Irish venison), Irish cheeses, Irish smoked salmon, black and white puddings, dried goods e.g. pastas, olive oil, condiments and local jams.</p> <p>The vast majority of produce is chilled.</p> <p>The major brands and suppliers carried by Hannan Meats are certified Hereford beef, Moyallon produce (dry cured bacon, sausages, and burgers), Silverhill duck, Glenarm organic shorthorn beef, Glenarm organic lamb and Rockvale poultry.</p> <p>The company also partially owns and distributes the En-place brand range of chutneys and oils.</p>
<b>Sectors served</b>	<p>The foodservice sectors serviced include hotels, restaurants, pubs and contract caterers.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Key growth areas and opportunities in the market are for quality chicken and pork products with provenance. There is a growing interest in the provenance of meat products. Hannan Meats is currently developing an Irish chicken range. High quality poultry is sourced from Rockvale poultry in Richhill, Co. Armagh.</p> <p>Hannan Meats imports French poultry products (Barbary duck, quail, and foie gras) and Spanish and Italian charcuterie which are all EU approved and for which there is currently no Irish substitute. Opportunities exist for the development of a range of Irish charcuterie and terrines and pates. Other foods that are currently imported and could be home produced include salami and confit duck leg.</p> <p>Hannan Meats sources from Stauntons puddings from West Cork for its breakfast range. It also sources venison from Ballymooney Game in Co. Kildare.</p>



	<p>The company is currently looking for Irish suppliers of premium beef and lamb, with all cuts of meat required.</p> <p>The company is also interested in any new products that are innovative such as air dried beef / terrines etc.</p> <p>There is greater growth in chilled rather than frozen products.</p> <p>The company is very interested in artisan suppliers and welcomes approaches from new suppliers of any new products or new ideas.</p>
<b>Purchasing policy</b>	<p>The key elements of the Hannan Meats purchasing policy are quality, price, service and reliability. It is more important that price represents good value for money, rather than a cheap product of inferior quality.</p> <p>The company has a strong preference to source local produce and is increasingly receiving requests from customers for 100% Irish products.</p> <p>Peter Hannan, David Rosbotham, Ken Lightbody and Jillian Dougan influence purchasing decisions.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Supplier food safety standards are checked via a questionnaire and visits to the supplier's premises, for which there is no charge. HACCP is mandatory.</p> <p>It is mandatory for all meat products to have an EU licence.</p> <p>Supplier delivery windows and frequency of supply are up to six days per week.</p> <p>Orders are placed by email, phone and fax.</p>
<b>Geographical spread</b>	<p>There is a multi-temperature depot located in Moira, Co Armagh. The group has also added a second multi –temperature depot in Moyallon, Co. Armagh.</p> <p>The geographical area serviced is NI, border counties and Dublin. The frequency of service out is up to six days a week.</p>
<b>Fleet size</b>	<p>The fleet size consists of six to seven multi-temperature vehicles.</p>
<b>Marketing support &amp; services provided</b>	<p>The company's product catalogue is updated and published on a number of occasions per annum. There is no charge for suppliers to be included in this product catalogue.</p> <p>Customers are alerted to the arrival of new products via direct mail, flyers, phone or visits from one of the three sales representatives.</p> <p>Activities and promotions are encouraged to get product moving.</p> <p>Suppliers are encouraged to speak to Hannan Meat's customers.</p>

<b>Advice to new suppliers</b>	Potential suppliers should approach the company with product information that communicates the products' unique selling points, pricing and details of current distribution arrangements.
<b>Other information</b>	Hannan Meats has huge loyalty from its customer base and has been supplying its top five clients for over 20 years.

## Henderson Foodservice

Address: 1 Hightown Avenue, Newtownabbey, BT36 4RT

Website: [www.henderson-group.com](http://www.henderson-group.com)

Email: [info@henderson-group.com](mailto:info@henderson-group.com)

Phone +44 28 9034 2342

	<p>Henderson Foodservice is part of the Henderson Group, which is one of the largest family owned businesses in the UK &amp; Ireland. Henderson Foodservice operates as an independent business unit within the group structure with its own Managing Director and board of directors.</p> <p>Henderson Foodservice has grown to become one of the market-leading foodservice companies in NI, providing an extensive product offering across ambient, chilled, frozen, non-food, and bakery product groups.</p> <p>Using state of the art lorry tracking and temperature controlled vehicles, Henderson Foodservice supplies all sectors of the foodservice market with distribution coverage across all counties of Ireland.</p> <p>In response to sales growth in excess of 30% since 2007, Henderson Foodservice has recently invested £14 million to build a new 130,000 sq ft state-of-the-art frozen, ambient and chilled warehouse as well as a suite of new offices, which opened in February 2011.</p> <p>In addition to the investment in new and larger premises, Henderson Foodservice acquired the streat Café franchise in 2010 (see profile on page 22) and has secured several high profile distribution contracts for Burger King, KFC and Pizza Hut.</p> <p>In October 2011 Hendersons purchased Independent Catering Services, a £10m foodservice business</p>
<b>Relevant contacts</b>	<p>Peter McMeekin is the Commercial Controller, responsible for the Trading, Marketing and Contract sales functions for Henderson Food Service (HFS).            Email: <a href="mailto:peter.mcmeekin@henderson-group.com">peter.mcmeekin@henderson-group.com</a>            Phone: +44 28 9034 2342</p> <p>Kiera Campbell is the Head of Sales for independent trade and all independent trade customer enquiries should be directed to her.            Email: <a href="mailto:kiera.campbell@henderson-group.com">kiera.campbell@henderson-group.com</a>            Phone: +44 28 9034 2342</p> <p>Karen Poag &amp; Tom McKenzie are both Trading Controllers and all trading enquires should be directed to them:            Email:            Karen Poag <a href="mailto:karen.poag@henderson-group.com">karen.poag@henderson-group.com</a>            Tom McKenzie <a href="mailto:tom.mckenzie@henderson-group.com">tom.mckenzie@henderson-group.com</a>            Phone: +44 28 9034 2342</p>
<b>Product range</b>	<p>HFS carries a wide product portfolio across ambient, chilled, frozen and non-food ranges.</p>

	<p>HFS distributes over 4,500 products from a combination of key industry players including Premier, Unilever and Nestle together with a strong focus on smaller, local suppliers within both NI and ROI.</p> <p>HFS is a member of the Landmark buying group with access to the Caterers Kitchen own label range. HFS also has a trading alliance with Booker, giving them the distribution rights across Ireland for Booker's own labels - Booker Basics, Chef's Larder and Lichfields.</p>
<b>Sectors served</b>	<p>Key customer sectors within the independent trade include:</p> <ul style="list-style-type: none"> <li>• Hotels and restaurants</li> <li>• Workplace catering</li> <li>• Home bakeries</li> <li>• Nursing homes</li> <li>• Cafes, coffee shops and sandwich bars.</li> </ul> <p>Key contracts are also held across the institutional channel, in the education sector, healthcare and hospitals and with independent catering companies.</p> <p>HFS supplies the deli counters and food-to-go operations of the group owned and independent Spar, Vivo and VG stores.</p> <p>Having acquired the Streat Café franchise in 2010, HFS also supplies to the entire Streat Café network across all of Ireland and Scotland.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The key growth areas and opportunities for HFS are in all sectors but especially within hotels, restaurants, health boards, education, nursing homes, food-to-go, sandwich bars and bakeries.</p> <p>Local sourcing of Irish produce is a preference. The company has substantially increased its local sourcing over the last two years. HFS already deals with many manufacturers from ROI and is keen to grow this business.</p>
<b>Purchasing policy</b>	<p>Innovation, quality and value for money are the key benchmarks of HFS's purchasing policy.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Supplier QA requirements are laid down by the Henderson Group.</p> <p>Orders can be placed by EDI, although HFS predominantly uses system generated autofax.</p> <p>Supplier delivery windows are five days per week from 6.30/7a.m. until 2/3p.m.</p>
<b>Geographical spread</b>	<p>HFS distributes nationwide to the island of Ireland from its new warehouse located in Mallusk, Belfast.</p> <p>The frequency of service out from the depot is dependent on customer requirements and commercials, but is up to six days per week. HFS also backhauls from the UK.</p>
<b>Fleet size</b>	<p>HFS has 30 multi-temperate vehicles on the road for chilled, frozen and ambient products.</p>

<p><b>Marketing support &amp; services provided</b></p>	<p>HFS publishes two product catalogues per year: Spring/Summer and Autumn/Winter.</p> <p>HFS runs monthly promotions and is unique in offering sectoral promotions every month to “Food to Go” and Bakeries.</p> <p>The launch and marketing strategies of new products are agreed between the Commercial Controller, Trade Marketing Controller and the sectoral Sales Managers. Key launches are supported by mail-outs to customers, telesales activity, promotional activity, participation in the loyalty scheme and active selling by the field sales team.</p> <p>HFS takes part in all key industry exhibitions including IFEX, NISCA and Hospitality Exchange.</p> <p>Orders are gathered via the telesales department.</p> <p>Suppliers are encouraged to work in conjunction with the Field Sales Team to develop end-user relationships. The Field Sales Team consists of over 20 Sales Representatives, with plans to expand further.</p> <p>HFS has regular meetings with all of its suppliers to review business and sales reports.</p>
<p><b>Advice to new suppliers</b></p>	<p>Potential suppliers are advised to contact one of the Trade Controllers and forward details of the product range via email, including indicative pricing.</p>

## Ireland Food Limited

Address: Claregalway, Galway, Co. Galway

Website: [www.irelandfood.ie](http://www.irelandfood.ie)

Phone: 091 798 060

Email: [info@irelandfood.ie](mailto:info@irelandfood.ie)

<b>Company Profile</b>	<p>Established in 2008, Ireland Food provides a chilled and frozen distribution and delivery service to the west of Ireland.</p> <p>Previously, John Daly, the Managing Director, ran John Daly Refrigerated Foods Ltd.</p> <p>Business volume is split between the foodservice (20%) and retail (80%) sectors. Chilled product accounts for 90% of volume delivered and frozen accounts for 10%. The company owns its own chilled depots in Dublin and Galway.</p> <p>The company maintains its ambition to provide national coverage in the coming months.</p> <p>All new business is welcome and Ireland Food is always looking to develop new routes to market.</p>
<b>Relevant contacts</b>	<p>Managing Director: John Daly          Email: <a href="mailto:john@irelandfood.ie">john@irelandfood.ie</a>          Phone: 087 259 3813</p>
<b>Product range</b>	<p>Product categories carried include seafood chowder and poultry.</p> <p>The company distributes the Manor Farm poultry range.</p> <p>Milk has been added to the product range for 2011.</p> <p>All food producers both large and small are welcome and catered for by Ireland Food.</p>
<b>Sectors served</b>	<p>Channels of the foodservice market that are served include hotels, restaurants, delicatessens, cafés and bed and breakfasts.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>All products are produced in Ireland. The company is continuously developing its product range and it is constantly seeking additional ranges to distribute. This presents an opportunity for producers who seek to work on a partnership basis.</p> <p>Distribution is via a delivery service where the producer invoices the goods and has a relationship with customers, but Ireland Foods handles all orders. Ireland Food can also take title of goods.</p>
<b>Purchasing policy</b>	<p>Suppliers must be HACCP certified. Ireland Food Ltd does not carry out any auditing of supplier premises.</p> <p>Ireland Food's aim is to provide a top quality transportation service in the most efficient and cost effective manner.</p> <p>Orders are placed via phone/email.</p>

	<p>The company is not listed for central billing with group organisations.</p> <p>Purchasing decisions are made by the Managing Director, who consults with his customers when making a purchasing decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Orders must be placed via phone/email.</p> <p>All customers receive a delivery at least once per week.</p>
<b>Geographical spread</b>	<p>From its depot in Galway, the company services west of the Shannon.</p> <p>The company also distributes from its Glasnevin depot in Dublin which has a 350 pallet capacity.</p>
<b>Fleet size</b>	<p>The company has a fleet of 5 trucks and 3 vans.</p>
<b>Marketing support &amp; services provided</b>	<p>Orders are captured via telesales.</p> <p>Producers are encouraged to make sales calls to the customer base and to develop new business.</p>
<b>Advice to new suppliers</b>	<p>Contact the Managing Director via email and phone to make an appointment to discuss a proposal. New business is welcome.</p>
<b>Other info</b>	<p>Credit terms are 30 days.</p>

## J.A. Lumley & Sons Ltd.

Address: Spollanstown Industrial Estate, Spollanstown, Tullamore, Co. Offaly

Website: [www.jalumley.ie](http://www.jalumley.ie)

Phone: 057 932 1402

Email: [jalumley@eircom.net](mailto:jalumley@eircom.net)

<b>Company Profile</b>	<p>J.A. Lumley &amp; Sons Limited (Lumley's) is a family owned and operated business that was established in 1861. The company operates a cash and carry business and provides an ambient and chilled distribution service to the Midlands region of Ireland. Lumley's is part of the Stonehouse group purchasing scheme. Stonehouse, is one of Ireland's leading independent wholesale groups and operates as a collective buying force in the domestic FMCG industry, with a combined spend in excess of €2 billion each year.</p> <p>Foodservice accounts for 60% of turnover, retail accounts for 30% and 10% is made up of hardware and other sales to the public through the company's cash and carry business.</p>
<b>Relevant contacts</b>	<p>Managing Director: Mark Lumley          Email: <a href="mailto:mark@jalumley.ie">mark@jalumley.ie</a>          Phone: 057 932 1402</p>
<b>Product range</b>	<p>Ambient goods account for 85% of business and chilled makes up the remaining 15%.</p> <p>A wide range of ambient goods that cater for the needs of all local foodservice customers is stocked. The main ambient products are FMCG lines such as Knorr, Uncle Bens, Coca Cola, Britvic, Miller, Batchelors, Jacobs etc. A range of dairy products including spreads, cheese, and butter constitutes the chilled offering. A range of disposables and paper ware is also stocked.</p> <p>All major household brands of ambient products are carried.</p>
<b>Sectors served</b>	<p>The company distributes to restaurants, hotels, cafés, takeaways, and public houses, in addition to servicing a number of Government contracts for the Health Service Executive and the Irish Prison Service.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Lumley's note that the bouillions and gravies that it distributes are all imported and that there is scope for the manufacture of a range of Irish produced substitute products.</p>
<b>Purchasing policy</b>	<p>Lumley's has a preference to purchase locally produced foods.</p> <p>Purchasing policy is driven by the requirements of Lumley's customer base which is predominantly made up of hotels and the Government contracts that it has successfully tendered for. Purchasing decisions are made by the Managing Director who seeks the opinions of chefs and key customers when making a purchasing decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Producers are required to complete a supplier questionnaire.</p> <p>Orders are placed via phone, fax and email. Goods are received during trading hours.</p>
<b>Geographical spread</b>	<p>Lumley's services the Midlands region from its single depot in Tullamore, Co. Offaly.</p>



	Orders received on day one are filled on day two or day three depending on the customer's location and needs.
<b>Fleet size</b>	The company's fleet consists of six vehicles, three of which are chilled and three of which are ambient. There are two seven-tonne trucks, one five-tonne truck, one three-tonne van, and two two-tonne vehicles.
<b>Marketing support &amp; services provided</b>	<p>Customers are alerted to the arrival of new products via a mail shot and visits from the team of two sales representatives.</p> <p>A product price list is updated weekly.</p> <p>New products are often introduced with a price off promotion to develop a sales momentum.</p> <p>Orders are captured by a telesales team. Producers are encouraged to develop their sales by visiting customers. Sales information is available upon request.</p>
<b>Advice to new suppliers</b>	Potential suppliers should contact the Managing Director directly by telephone to discuss their proposal.
<b>Other Information</b>	Payment terms are normally 30 days end of month by direct debit, however this can change depending on the customer.

## Kerryfresh

Address: Belgard Square, Belgard Road, Dublin 24

Website: [www.kerryfresh.ie](http://www.kerryfresh.ie)

Phone: 01 4046900

Email: [kerryfresh@kerry.ie](mailto:kerryfresh@kerry.ie)

<b>Company Profile</b>	<p>Kerryfresh is one of Ireland's leading suppliers of fresh food-to-go ingredients and concepts for delicatessens, sandwich bars, coffee shops, pubs, restaurants, and workplace caterers. The company is the leading supplier of cooked meats in Ireland.</p> <p>The company supplies the foodservice sector exclusively and distributes chilled foods across the 32 counties of Ireland.</p> <p>Kerryfresh is a division of Kerry Foods, which gives it access to a wealth of products, knowledge, market information, technical expertise and quality assurance controls.</p>
<b>Relevant contacts</b>	<p>Sales and Purchasing Manager: George Prendergast          Email: <a href="mailto:george.prendergast@kerry.ie">george.prendergast@kerry.ie</a>          Phone: 087 246 3030</p>
<b>Product range</b>	<p>With the exception of ambient sauces, all the products currently distributed by Kerryfresh are chilled.</p> <p>Kerryfresh specialises in chilled sandwich fillers, mixed salads, cooked meats, breakfast products, soups, sauces, confectionery and hot meal solutions. Kerryfresh is the leading supplier in Ireland of cooked hams under the Denny and Shaws brands. All hams are produced in their plant in Shillelagh Co Wicklow.</p> <p>The Kerry brand is the principle brand distributed. Other brands are also carried, particularly in product categories where there is no Kerry branded offering.</p>
<b>Sectors served</b>	<p>The sectors within the foodservice market served are delicatessens, sandwich bars, coffee shops, pubs, restaurants and workplace caterers.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company is actively looking for suppliers across all food categories that are innovative and are in a position to back up the product launch with promotions and other activity.</p>
<b>Purchasing policy</b>	<p>Kerryfresh has a preference to source local produce, in particular because the quality of Irish produced foods tends to be better than imported foods.</p> <p>When selecting products and producers, food safety and standards are of paramount importance to Kerryfresh. The company audits all of its suppliers, but there is no charge for this. Consideration is also given to the quality of the food and the competitiveness of the pricing.</p> <p>Purchasing decisions are made by the Sales and Purchasing Manager who is influenced in his decision making by the Kerryfresh sales team.</p>
<b>Supplier requirement and ordering procedure</b>	<p>All producers must complete a supplier questionnaire and are subject to a stringent Kerry Foods audit. This audit is carried out by the audit team at Kerry Foods and there is no charge to suppliers for this process.</p>

	Orders are placed via email or fax and are received at the Ballymount depot at agreed times.
<b>Geographical spread</b>	Kerryfresh has 12 depots in total – 2 located in NI and 10 in ROI. From these 12 depots, the 32 counties of Ireland are serviced. Customers receive a delivery service ranging from one delivery per week up to a next day delivery service, depending on their requirements.
<b>Fleet size</b>	The fleet consists of 110 chilled vehicles.
<b>Marketing support &amp; services provided</b>	<p>A product catalogue is updated annually. There is no charge to suppliers for inclusion in this product catalogue.</p> <p>New products are introduced to the customer base by the sales team. Promotions are encouraged to generate sales for new products. On occasion, producers are invited to participate in presentations of product to key customers at store level.</p> <p>The company's team of 110 van sales people act as sale representatives and are tasked with developing sales and providing sales support for the entire range of products distributed.</p>
<b>Advice to new suppliers</b>	<p>Potential suppliers should contact the Sales and Purchasing Manager via email and briefly introduce themselves and their products. Suppliers must be persistent and have a well thought out plan before they approach the company.</p> <p>Consideration should be given to all the potential benefits their product can bring to foodservice operators. Producers should be conscious of the importance to Kerryfresh of food safety standards and adherence to specifications.</p>

## La Rousse Foods

Address: 31 Park West, Nangor Road, Dublin 12

Website: [www.laroussefoods.ie](http://www.laroussefoods.ie) Phone: 01 623 4111 Email: [info@laroussefoods.ie](mailto:info@laroussefoods.ie)

<b>Company Profile</b>	<p>La Rousse Foods is an Irish company servicing customers nationwide, north and south.</p> <p>The largest sector for the company is foodservice, primarily hotels and restaurants and some retail and wholesale business.</p>
<b>Relevant contacts</b>	<p>General Food Manager: Colum Lanigan Ryan Email: <a href="mailto:colum@laroussefoods.ie">colum@laroussefoods.ie</a></p>
<b>Product range</b>	<p>La Rousse Foods supplies over 2,500 lines of fresh, ambient and frozen produce.</p> <p>The company has its own chocolate laboratory and produces an exclusive range of handmade chocolates under the Cocoa Atelier brand.</p> <p>La Rousse Foods has its own butchery and supplies fresh meat products sourced from members of Bord Bia Quality Assurance Schemes.</p>
<b>Sectors served</b>	<p>Restaurants and hotels are the main sectors of the market served by La Rousse Foods.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>High quality artisan products that can be produced on a consistent basis are in demand in the foodservice market.</p>
<b>Purchasing policy</b>	<p>The purchasing policy of La Rousse Foods is a balance between quality, price, reliability and consistency, with quality being a focus within the company.</p> <p>A combination of the purchasing team and the sales team influence purchasing decisions.</p>
<b>Supplier requirement and ordering procedure</b>	<p>HACCP is a mandatory and a minimum QA requirement. La Rousse Foods also visits suppliers' premises, the frequency of which is product dependent. There is no charge for this.</p> <p>All suppliers are subject to an annual paperwork check on insurance, controlled temperature, quality systems etc.</p> <p>Orders are placed by fax and email.</p>
<b>Geographical spread</b>	<p>The main Irish depot is in Monaghan and the Dublin depot is in Parkwest.</p> <p>La Rousse Foods delivers to customers daily across the 32 counties of Ireland.</p>
<b>Fleet size</b>	<p>The company has 25 vehicles on the road and they are all compartmentalised to facilitate the transportation of fresh, frozen and ambient products.</p>
<b>Marketing support &amp; services provided</b>	<p>La Rousse Foods produces a biannual product catalogue along with monthly product offerings.</p>
<b>Advice to new suppliers</b>	<p>New potential suppliers should approach the company via Colum Lanigan Ryan, General Food Manager.</p>

## Lynas Foodservice

Address: Loughanhill Industrial Estate, Gateside Road, Coleraine BT52 2NR  
 Website: [www.lynasfoodservice.com](http://www.lynasfoodservice.com) Email: [admin@lynasfoodservice.co.uk](mailto:admin@lynasfoodservice.co.uk)  
 Tel: 048 7035 0600 (Freephone: 1 800 936 086)

<b>Company Profile</b>	<p>Lynas Foodservice is a family owned Private Limited Company. Operating for over 50 years, it has grown to become one of the largest independent food companies in Ireland with a turnover in excess of €75 million.</p> <p>The company currently employs over 200 people and delivers frozen, chilled and ambient food products across Ulster, Leinster and Connaught on a daily basis. The Company works in collaboration with Caterforce, a UK-based buying and marketing consortium comprising six family-owned, foodservice companies in the UK.</p>
<b>Relevant contacts</b>	<p>Trading Manager: Karl Milligan                  Email: <a href="mailto:karl@lynasfoodservice.co.uk">karl@lynasfoodservice.co.uk</a>                  Phone: 048 7035 0600</p> <p>Initial contact should be made with Fiona Campbell or Mavis Fenton at the above number who will pass the proposal on to the relevant buyer.</p>
<b>Product Range</b>	<p>The product range is split between ambient, chilled and frozen as follows:</p> <p>The ambient range accounts for 10% of sales and consists of over 1,000 products. The range includes dried and tinned foods, sauces, condiments, herbs, spices, beverages, biscuits, baking ingredients, breakfast cereals and an extensive non food range.</p> <p>The chilled range accounts for 30% of sales and consists of over 300 products. The range includes fresh and cooked chicken, turkey, ham, a wide selection of cheeses, dairy products, fresh beef, pork, lamb, pre-prepared vegetables and mayonnaise.</p> <p>The frozen range accounts for 60% of sales and contains over 1,200 products. The range includes chips, vegetables, desserts, seafood and pastry products.</p> <p>Lynas Foodservice stocks all household brands in addition to Lutosa chips, Rangeland beef and McKeown's chicken.</p>
<b>Sectors served</b>	<p>All sectors of the foodservice market are served including fast food outlets, restaurants, sandwich bars, coffee shops, schools, hospitals and hotels.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There is currently growth in ambient dry goods. In particular, now that Lynas trucks are visiting locations in the Republic of Ireland, they are in a position to backhaul stock of speciality lines that are performing well.</p> <p>Many frozen bakery and patisserie products are imported from France and this presents as an opportunity for import substitution.</p>
<b>Purchasing policy</b>	<p>The company has a preference to source local produce, but the price must be correct.</p>

	<p>Product is purchased in accordance with customer requirements. For some customers, quality is the main consideration. For other customers, price is a more important consideration and a quality is chosen to meet a price point.</p> <p>The Trading Manager makes the purchasing decisions. He is influenced by both the Finance and Buying Directors.</p>
<b>Supplier requirement and ordering procedure</b>	<p>All producers must comply with national legislation, complete a supplier questionnaire and supply documentary evidence of their food safety systems.</p> <p>Orders are placed via email and goods are received into the Coleraine depot early in the morning.</p>
<b>Geographical spread</b>	<p>The main depot is in Coleraine, Co. Derry, which has over 65,000 sq ft of warehousing space incorporating 4,500 frozen pallet spaces and 2,500 chilled and ambient spaces. The overall site is 3 acres in size.</p> <p>There is a sub-depot in Slane, Co. Meath where loads are split onto smaller temperature controlled lorries. The greater Dublin area is serviced from this depot.</p> <p>Distribution covers all counties in Ulster, Leinster and Connaught.</p>
<b>Fleet size</b>	<p>The fleet consists of over 45 lorries (15-tonne), all of which have both an ambient/chilled compartment and a frozen one. All vehicles are wholly owned by Lynas Foodservice Ltd and it does not use any other courier or transport companies for deliveries.</p> <p>All lorries are tracked, enabling Lynas Foodservice to know their specific locations which is analysed in real time. Each lorry also has two temperature probes in the frozen and chilled compartments which can be monitored via satellite.</p>
<b>Marketing support &amp; services provided</b>	<p>A product catalogue with images is published twice per annum.</p> <p>New products are introduced to the customer base via the telesales team and the company's team of 25 sales representatives.</p> <p>Promotions are encouraged to develop the sales of new products. A monthly leaflet highlighting special offers is produced.</p> <p>Orders are captured via telesales. The company's team of sales representatives is tasked with providing sales support for the entire range. Producers may accompany sales representatives on visits to customers by arrangement.</p> <p>Ordering online is a huge growth area and suppliers can gain significant exposure here.</p> <p>Producers who wish to develop their sales within the company's customer base are given indications as to where opportunities may exist.</p>

<b>Advice to new suppliers</b>	<p>Producers should contact Fiona Campbell by phone and then forward on details of their proposal by email. The producer will then be put in contact with the relevant buyer.</p> <p>Suppliers are advised to ensure that they have a good understanding of the foodservice sector and are aware of the need for high quality products. Branding is not necessarily required and larger case quantities are the norm.</p>
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## Musgrave Foodservices Delivered

Address: St Margaret's Road, Ballymun, Dublin 11

Website: [www.musgravefoodservices.ie](http://www.musgravefoodservices.ie) Phone: 01 883 5333

Email: [info@musgravefoodservices.ie](mailto:info@musgravefoodservices.ie)

<b>Company Profile</b>	<p>Musgrave Foodservices Delivered is a division of Musgrave Wholesale Partners and is a dedicated delivered foodservice business servicing over 6,000 customers. These include pubs, hotels, restaurants and hospitality operations. Musgrave is part of the Fairway buying group in the UK.</p> <p>Musgrave Wholesale Partners services the foodservice sector nationally through either a Delivered Offer (Musgrave Foodservices Delivered) or through their Musgrave Market Place sites located in Dublin (three sites), Cork, Limerick, Galway, Waterford and two sites in NI (Derry and Belfast). The Galway site has been revamped to incorporate the Market Place format. The Limerick site has recently been revamped and further sites are scheduled to have future revamps.</p> <p>Musgrave Foodservice (MFS) operates 6 Market Place Cash &amp; Carry businesses in NI, two in Belfast and one each in Derry, Enniskillen, Lurgan and Ballymena.</p> <p>There are separate listing requirements for Musgrave Wholesale Division and the Musgrave SuperValu Centra division.</p>
<b>Relevant contacts</b>	<p>Within the Wholesale Division, suppliers should contact the relevant Category Managers via email in the first instance, who will put them in contact with the relevant Trading Managers.</p> <p>Anne O'Brien, Category Manager for Ambient and Non-Food. Email: <a href="mailto:anne.obrien@musgrave.ie">anne.obrien@musgrave.ie</a></p> <p>Stephen Brennan, Category Manager for Chilled and Frozen. Email: <a href="mailto:stephen.brennan@musgrave.ie">stephen.brennan@musgrave.ie</a></p> <p>Rory Brennan, Category Manager for Grocery i.e. liquor, tobacco, impulse purchases and confectionery. Email: <a href="mailto:rory.brennan@musgrave.ie">rory.brennan@musgrave.ie</a></p>
<b>Product range</b>	<p>Musgrave Food Partners offers a complete range of ambient, chilled and frozen products (approx 4,000). The company delivers all catering supplies from everyday essentials to fine dining products.</p> <p>The Market Place sites offers a wider choice of over 20,000 products from ambient, chilled, frozen, retail grocery, impulse and liquor, catering equipment and non food, seasonal and electrical products. The Market Place operation is consistently open to new ideas, for example fresh fish is currently being trialled nationally.</p>



	<p>Ambient product categories include baking ingredients, cereals, canned meats and fish, sauces, rice, pasta and noodles, herbs and seasonings, soups and bouillons, desserts, jams and preserves, tea, coffee and beverages, soft drinks and biscuits.</p> <p>Chilled and frozen product categories include fresh meat and poultry, frozen foods and dairy. A recent addition is fresh fruit and vegetables.</p> <p>This is in addition to a wide range of non-food items for the caterer and a wide grocery range.</p>
<p><b>Sectors Served</b></p>	<p>The Musgrave Foodservices Delivered business services a wide variety of customer classifications with a greater focus on 3 and 4 star hotel groups, pubs which serve food and restaurants. The company also distributes to contract caterers and most other channels of the foodservice market.</p> <p>Musgrave Market Place services a wider range of foodservices customers from fast food/deli, coffee shops and workplace caterers. Restaurants and ethnic customers are its main focus, but it is dedicated to servicing the entire foodservices customer base and has a more extensive range of non-food, chilled and frozen, equipment, crockery and glassware to service a foodservices operators' every need.</p> <p>Asian restaurants, pubs and fast food will be areas of opportunity for the Market Place business in 2012.</p>
<p><b>Opportunities for Irish food and drink suppliers</b></p>	<p>MFS works hard to support Irish products, but suppliers need to be increasingly aware of the pressures to provide value, especially when targeting the hotel sector.</p> <p>Many of the mayonnaise and sauce products are currently imported which presents an opportunity for Irish producers.</p> <p>Within the catering ambient sector, the main growth areas are in equipment, dessert finishing products and speciality oils. As a result of the current climate, more and more foodservice customers are now looking for greater value as they come under increasing pressure to increase their gross profit.</p> <p>There are also opportunities for new value products as there is tremendous growth in the value end and tertiary labels. Value will be a key driver for the next 18 months.</p> <p>Another growth area is ethnic ingredients across all categories, chilled, frozen, and ambient. Grocery products and liquor and beverages are also growth areas.</p> <p>For chilled and frozen products, there are opportunities for Irish suppliers for import substitutions in frozen desserts e.g. ice-creams, profiteroles, tartlets, meringues, gateaux and individual desserts.</p>

	<p>Many Irish products are deemed too expensive, although home produced alternatives would be preferable.</p> <p>Another opportunity for Irish suppliers is fully prepared restaurant quality ready meals, which are typically frozen as there is less risk with regard to shelf life and wastage. Also showing growth is demand for other cost saving initiatives e.g. restaurant quality soups, wet dishes (e.g. curries), other ethnic dishes, pies and lasagnes.</p> <p>Tapas style food is another growth area as the Irish palate is changing and tapas are increasingly being served in regular bars and restaurants. Other ethnic dishes are becoming more main-stream.</p> <p>Within the chilled sector, MFS is seeing growth in demand for fresh meat, particularly for value cuts. Opportunities exist for fresh meat suppliers as fresh meat remains a key focus for MFS as they are keen to constantly improve their range.</p> <p>Within the ambient sector, value products in all categories are being sought by customers who are coming under continued pressure. Also within the ambient sector private label or own brands will be a key growth area. Party foods are also an area where opportunities exist for the right products.</p> <p>In the cash and carry business, Asian product is currently trading well, with rice and sauces showing significant growth.</p> <p>MFS encourages suppliers to make contact regarding any products / products ranges or solutions they may have in the growth areas of Asian, fast food and pubs.</p>
<p><b>Purchasing policy</b></p>	<p>MFS has a preference to source Irish products, but recognises that the company is dealing in a global market which is very competitive.</p> <p>The purchasing policy of MFS is quality, price and service. Flexibility is also important to modify recipes in conjunction with the Musgrave Chef tasting panel e.g. for the Musgrave Excellence brand. In addition, a supplier support programme is agreed on an annual basis in the form of a promotional calendar covering price promotions, in-store tasting demonstrations in Market Place branches and free stock promotions to customers.</p> <p>Purchasing decisions are influenced by the Category Managers, Trading Managers and the Commercial Director, Michael McCormack. The Category Managers and Trading Managers research suppliers through national and international trade shows and their own trends research.</p> <p>Information on potential new products and suppliers is also provided through feedback from the sales reps who have direct contact with the foodservices customers and understand their requirements.</p>

<p><b>Supplier requirement and ordering procedure</b></p>	<p>All own label products are categorised as medium or high risk.</p> <p>For all product categories there is an Approved Vendor Questionnaire (AVQ) which must provide evidence of health board or other QA accreditations and approvals. If there are any discrepancies in the AVQ, then the suppliers are automatically audited. Most suppliers are audited either by Musgrave Wholesale Partners, MRPI (Musgrave Retail Partners Ireland) or in the UK by Budgens/Londis.</p> <p>All suppliers must be compliant in terms of barcodes, EDI order and invoicing and agreed delivery procedures. In particular, packaging must be suitable for the cash and carry environment with branding, bar codes and legal requirements clearly displayed on all packs.</p> <p>Musgrave Food Partners accepts deliveries five days per week and operates a prior booking in system. The Market Places operate a Queue system and accept deliveries until midday on Friday.</p>
<p><b>Geographical spread</b></p>	<p>There have been considerable changes to the Musgrave logistics system during 2010 and now all product is delivered out of one warehouse which is Dublin based. All orders are received and picked from this depot for ambient and chilled products and delivered to all parts of the country from here.</p> <p>The delivered foodservice single multi temp depot is now in Dublin (Ballymun).</p> <p>Market Place branches are located in Dublin (Clondalkin, Sallynoggin, and Ballymun), Limerick, Galway, Waterford and Cork. In NI they are located in Belfast (Duncrue and Hillview), Enniskillen, Lurgan and Ballymena.</p>
<p><b>Fleet size</b></p>	<p>MFS has 60 tri-temp vehicles for chilled, fresh and frozen products.</p>
<p><b>Marketing support &amp; services provided</b></p>	<p>The Musgrave Food Partners business publishes a foodservice catalogue approx every 18 months. It contains flags for new products as well as vegetarian options and value ranges.</p> <p>The sales and telesales teams alert customers to new products between catalogue publishing dates. Customers are also communicated to through focused category specific publications (Food Matters) and the delivery of a monthly promotional flyer.</p> <p>All suppliers are expected to support the foodservice business through an agreed Supplier Support Programme annually which includes initiatives such as samples for Chef Panel tastings, in-store Market Place tasting demonstrations, price promotions and other support.</p> <p>Customer's orders for the Foodservices Delivered business are placed via telesales. Sales figures and reports are made available to suppliers during meetings with their appointed Trading Manager.</p>

	<p>Within the Foodservices Delivered business there are 18 Business Development Managers on the team, 15 in ROI and three in NI.</p>
<p><b>Advice to new suppliers</b></p>	<p>Potential suppliers should approach MFS via email to the relevant Category Manager through the buying office based in Ballymun. The Category Manager will then put the supplier in contact with the relevant Trading Manager.</p> <p>When meeting the buyer, suppliers should come prepared with a PowerPoint or hardcopy presentation giving an overview of their business, the proposed product and pricing. Samples should not be brought unless requested. If targeting the cash and carry business, distribution solutions need to be put forward as to how product is to be delivered to the seven sites, or alternatively be delivered to Musgrave's central location.</p> <p>MFS is always interested in products that are different, unique and in particular if they can be exclusive to the Musgrave Excellence brand.</p> <p>Promotional calendars need to be put in place with consideration to providing chefs in cash and carry sites to help drive sales, together with training for the telesales team.</p> <p>Producers should research customers and the end consumers to establish the potential interest in their products. This will give MFS a good idea of the market for the supplier's products.</p> <p>Producers need to appreciate that the foodservice market is totally different to retail. Products may need to be reformulated and packaged differently for foodservice due to different cooking and storage requirements.</p>

## Odaios Foods Ltd

Address: 11 Magna Drive, Magna Business Park, Citywest, Dublin 24

Website: [www.odaios-foods.com](http://www.odaios-foods.com) Phone: 01 469 1455 Email: [info@odaios-foods.com](mailto:info@odaios-foods.com)

<b>Company Profile</b>	<p>Odaios Foods Limited is an ambient, chilled and frozen food distribution company servicing the foodservice sector and fine food retailers across the 32 counties of Ireland.</p> <p>The company, formed in 2004, has accelerated its strong growth in the past year and, as part of this expansion, is open to new ideas and products.</p>
<b>Relevant contacts</b>	<p>Purchasing Manager: Guillaume Esquiro  Email: <a href="mailto:gesquiro@odaios-foods.com">gesquiro@odaios-foods.com</a>  Phone: 01 469 1455</p>
<b>Product range</b>	<p>30% of the products distributed are ambient, frozen accounts for 30%, and chilled accounts for the remaining 40%. The company recently added Kettle Irish Foods meat range to its catalogue. This is an area that the company is expanding rapidly into.</p> <p>Product categories distributed include breads, pastries, cakes, biscuits, vegetables, fresh meat, charcuterie, cheese, dairy products, dry goods, chocolate, beverages and preserves.</p>
<b>Sectors served</b>	<p>Foodservice accounts for 70% of the company's turnover. Segments served within the foodservice sector include hotels, restaurants, cafés, institutions, quick serve outlets, and contract caterers.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>A key growth area for the company at the moment is chilled foods. There are many opportunities for producers as the company is currently developing its chilled range. Producers should contact the company directly to discuss what product categories are not yet served.</p> <p>In particular, the company believes opportunities exist to extend the range of cured meats. Suppliers of smoked Irish salmon, cheeses and charcuterie are sought.</p> <p>The company is a strong supporter of locally produced artisan food.</p>
<b>Purchasing policy</b>	<p>The company has a strong preference to source local produce.</p> <p>Taste of product and the commercial ability of suppliers are key considerations taken into account when selecting suppliers.</p> <p>The Purchasing Manager is influenced in his purchasing decisions by Jason O'Brien and Ashley O'Brien, Directors of the company.</p>
<b>Supplier requirement and ordering procedure</b>	<p>Suppliers are required to provide paperwork to demonstrate their food safety systems and representatives of the company visit supplier premises for a general factory walk. There is no charge for this.</p> <p>Orders are placed via email and phone. Goods are received during trading hours.</p>
<b>Geographical spread</b>	<p>The company's depot is located in Citywest in Dublin. All 32 counties are serviced at least two to three times per week.</p>

	A next day delivery service six days a week is provided to the greater Dublin and Belfast area.
<b>Fleet size</b>	The company's fleet consists of 15 vehicles, all of which are multi temperature.
<b>Marketing support &amp; services provided</b>	<p>A catalogue of all products supplied is produced in-house and is updated every February and September.</p> <p>Customers are alerted to the arrival of new products via email, mail outs and customer visits. Samples of new products are distributed to the customer base and introductory price-off promotions are encouraged.</p> <p>Orders from customers are received by phone and fax.</p> <p>Producers are encouraged to visit the customer base to introduce their products. Sales information at a general sector level is shared with producers.</p> <p>There are seven sales representatives on the sales team with plans to expand the sales team again in 2012.</p>
<b>Advice to new suppliers</b>	Contact the Purchasing Manager via email and telephone to make an appointment to review samples and discuss pricing. Provide sufficient samples for review by both company Directors in addition to the Purchasing Manager.

## Pallas Foods

Address: Pallas Foods Ltd., Newcastle West, Limerick

Website: [www.pallasfoods.eu](http://www.pallasfoods.eu) Phone: 069 20200 Email: [info@pallasfoods.eu](mailto:info@pallasfoods.eu)

<b>Company Profile</b>	<p>Pallas Foods is one of the leading foodservice distributors across the 32 counties supplying fresh, frozen, and ambient food across all categories. Alcoholic and non alcoholic beverages include a foodservice exclusive wine selection. The company also supplies comprehensive packaging, hygiene and disposables solutions.</p> <p>Since 2009 Pallas Foods is part of the international Sysco Corporation, the world's largest foodservice company which is based in Houston, Texas, USA.</p> <p>In Ireland, the company currently services over 9,000 customers across the 32 counties. Pallas Foods has 8 depots throughout the country and employs over 500 people.</p> <p>Pallas Foods supply customers anywhere that food is prepared away from home including hotels, restaurants, contract caterers, travel companies, sandwich bars, delis, cafés, quick service restaurants, forecourts, hospitals, prisons and the Defence Force.</p>
<b>Relevant purchasing contacts</b>	<p>Purchasing Manager: Eddie Heffernan          Email: <a href="mailto:info@pallasfoods.eu">info@pallasfoods.eu</a>          Phone: 069 20200</p>
<b>Product mix</b>	<p>Pallas Foods stocks a comprehensive range of ambient, chilled and frozen foods in addition to a wide range of wines, other hot and cold beverages, fresh produce, fresh dairy, fresh fish, fine foods, packaging and chemicals. Pallas Foods also supply health food products and organic products. Pallas stocks over 12,000 items, two thirds of which are sourced from Irish producers.</p> <p>Irish suppliers are producing an extensive selection of Sysco branded products for Pallas Foods including <i>Block and Barrel</i> deli products, <i>Butcher's Shop</i> beef, pork and bacon, <i>Glin Valley</i> Irish poultry, <i>Portico</i> seafood and a range of Sysco branded bakery, desserts, dairy and fresh produce.</p> <p>Pallas Foods also supplies Hereford Prime Irish beef and Slaney Valley Irish lamb, in addition to a comprehensive offering of mainstream foodservice and grocery brands.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>Pallas is committed to sourcing from Irish producers, both large scale manufacturers and artisan.</p> <p>Opportunities exist for Irish suppliers who can deliver a consistent supply of products at an agreed quality specification, while also being competitively priced and complying with labelling and Quality Assurance requirements.</p>

	<p>Specific opportunities for Irish food and drink suppliers include:</p> <ul style="list-style-type: none"> <li>• Quality sous vide prepared ready meals;</li> <li>• Consistent supply of organic fresh vegetables and fruit;</li> <li>• Quality competitively priced organic and health foods including organic dairy, non-dairy yoghurt, vegetarian-meats, organic frozen fruit and vegetables, organic salads and breads;</li> <li>• Canapés and finger foods;</li> <li>• Frozen petit fours;</li> <li>• All types of doughnuts and doughnut balls;</li> <li>• Gluten free products;</li> <li>• Competitively priced crackers for cheese;</li> <li>• Preserves for cheese e.g. quince, fig;</li> <li>• Pâtés and terrines;</li> <li>• Ambient liquid soup.</li> </ul> <p>Pallas Foods are continuing to work to develop export opportunities for Irish producers to Sysco in the US.</p> <p>In addition to supplying items of Irish provenance to Sysco in the North East of the US, a selection of Irish products will also become available to the 186 companies operating as Sysco subdivisions in the US over the coming months.</p>
<p><b>Purchasing policy and supplier requirements</b></p>	<p>Pallas Foods is committed to supporting Irish producers and increasing their listing of Irish products. Competitive prices, consistent quality and efficient service are key factors to ensure a successful partnership.</p> <p>Purchasing decisions are made by a specialist team of category managers, many of whom are also chefs. They work closely with customers to source products which meet their quality and price requirements. Irish products are promoted whenever possible.</p> <p>A number of criteria are used in order to include a supplier on the Approved Suppliers Listing.</p> <p>Quality Assurance: Each potential supplier is risk assessed to determine its categorisation. Third party accreditations such as ISO22000, BRC, EFSIS are desirable but not essential, provided that a supplier can demonstrate a number of key food safety and quality pre-requisites (up to and including external auditing) as part of their product and service offering.</p> <p>Agreed product specifications and legally compliant product labelling are critical measures in determining the listing of new products from approved suppliers.</p>



	<p>Orders are faxed or emailed to suppliers who must review the order, confirm delivery date and adhere to the minimum shelf life and agreed price. A pallet sheet with a PO number is sent with each order, which must accompany the delivery and be included on invoices and statements.</p> <p>All goods are inspected on arrival and must have the agreed minimum shelf life and be at the required temperature.</p> <p>The company offers a next day delivery service on most items for orders placed before 5.45pm.</p>
<b>Geographical spread</b>	<p>A next day delivery service, island wide is provided. The company operates from its central warehouse in Newcastle West, Co Limerick, through seven regional distribution centres across the island of Ireland.</p>
<b>Fleet Size</b>	<p>138 distribution vehicles which have ambient, chilled, and frozen compartments.</p>
<b>Advice to new suppliers</b>	<p>Potential suppliers should contact the Purchasing Manager via email with product information. If there is deemed to be a market opportunity, samples should be submitted with pricing. Producers need to confirm that they are in a position to deliver to Newcastle West, and then a meeting will be arranged.</p> <p>Producers need to make it as easy and efficient as possible for Pallas Foods to do business with them by responding to queries promptly and with due care, be fully prepared, know their potential customers, market position, price point and competitors.</p> <p>Producers must also be in a position to demonstrate how their products can generate increased sales and how they are different from what is already on the market.</p>

## Sheridan's Cheesemongers

Address: Virginia Road Station, Pottlereagh, Kells, Co. Meath

Website: [www.sheridanscheesemongers.com](http://www.sheridanscheesemongers.com) Email: [info@sheridanscheesemongers.com](mailto:info@sheridanscheesemongers.com)

Phone: 046 924 5110

<b>Company Profile</b>	<p>Sheridan's Cheesemongers was established in 1995 and operates a food distribution business, in addition to four retail outlets – South Anne Street, Dublin; Galway; Ardkeen Store in Waterford and Kells, Co. Meath. Distribution is across the entire island of Ireland and the UK. The retail outlets specialise in artisan cheeses, delicatessen and fine dining foods. Sheridan's also run a number of market stalls countrywide. Company turnover is approximately €4.3 million.</p> <p>The distribution business accounts for approximately 65% of the overall business. Within the distribution business one third of sales are derived from the foodservice sector, the remaining two thirds is from distribution to the retail sector.</p>
<b>Relevant contacts</b>	<p>Director: Kevin Sheridan  E mail: <a href="mailto:kevin@sheridanscheesemongers.com">kevin@sheridanscheesemongers.com</a>  Phone: 046 924 5110</p>
<b>Product range</b>	<p>The range distributed by Sheridan's covers the entire spectrum of speciality and artisan foods and wines. It includes Irish and European cheeses, Irish and European cured meats, cured fish, olives, anti pasti, condiments, oils, vinegars, pasta, sauces, chocolates and sweet and savoury biscuits.</p> <p>The company has developed a number of own brand Sheridan's products and is due to launch of a range of savoury crackers and biscuits to add to the existing Sheridans lines of duck confit, onion marmalade and chutney for cheese..</p>
<b>Sectors served</b>	<p>Within the retail sector the company focuses on independent outlets. Within the foodservice sector Sheridan's focuses on serving the restaurant trade. Retail customers include Mortons, Fallon &amp; Byrne and Donnybrook Fair stores in Dublin, local Supervalu stores and independent retailers nationwide.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>There is still growth in cheese boards in the restaurant trade. Sheridan's has found that the current economic climate has led to a greater awareness of, and preference towards, Irish products. Consumers are seeking out Irish products across all areas. However, the foodservice sector is largely price driven.</p> <p>Sheridan's sees many opportunities for import substitution, in particular for companies that can produce the import substitutes at competitive prices. Potential is seen for a greater range of Irish charcuterie. Opportunities also exist for the production of handmade crisps (such as O'Donnells), good quality non-alcoholic beverages and soft drinks, bar snack foods, and biscuits (both sweet and savoury).</p> <p>Sheridan's sees openings for many products in various different markets which can succeed if the quality is right.</p>

<b>Purchasing policy</b>	<p>Sheridan's has a strong preference to buy locally produced goods. In making a purchasing decision, quality and taste are the most important criteria. Consideration is also given to the saleability of the product, the price, the shelf life, packaging, availability of the product and the professionalism of the producer.</p> <p>Sheridan's is not listed for central billing with group organisations. The sales staff are consulted as part of the purchase decision-making process.</p>
<b>Supplier requirement and ordering procedure</b>	<p>All producers must comply with national legislation and are visited by a member of the Sheridan's team, who conducts a food safety audit using their own audit criteria, for which there is no charge.</p> <p>Orders are placed via phone and e-mail.</p> <p>Delivery slots are agreed with producers individually.</p>
<b>Geographical spread</b>	<p>Sheridan's has one depot at Carnaross in Co. Meath, from where a distribution service to the island of Ireland is provided.</p> <p>A next day delivery service is provided to the Dublin region and all other areas are serviced at least once per week.</p>
<b>Fleet size</b>	<p>The fleet of 4 chilled vehicles consists of one seven-tonne truck and three four-tonne vans.</p>
<b>Marketing support &amp; services provided</b>	<p>There is an annual product catalogue to which updates are added during the course of the year. There is no charge to producers for inclusion in this catalogue.</p> <p>Customers are advised by e-mail and phone of the arrival of a new product and printed information is circulated to all customers. New product is sampled to customers and promoted via special offers in conjunction with the supplier. Sheridan's also supports in-store customer tastings where suppliers can provide tasting samples to consumers.</p> <p>Orders are gathered via telesales. Producers are encouraged to introduce their products to the customer base and complete sales information is available.</p>
<b>Advice to new suppliers</b>	<p>Contact Kevin Sheridan, Director, via email and follow up with a phone call to arrange a meeting. Producers should ensure that they have done their research and established that there is a market for their products early on in the product development process.</p>
<b>Other information</b>	<p>Credit terms are 30 days and are strictly enforced for established, referenced traders.</p>

## Sunshine Juice

Address: Park Carlow, Co. Carlow

Website: [www.sunshinejuice.com](http://www.sunshinejuice.com)

Phone: 059 913 7630

Email: [sunshinejuice@eircom.net](mailto:sunshinejuice@eircom.net)

<b>Company Profile</b>	<p>Established in 1998 and now with over 50 employees, Sunshine Juice is a producer of fresh juices, smoothies, and fruit salads.</p> <p>In addition to their own fresh produce, the company has developed strong and lasting distribution partnerships, allowing them to offer customers a full range of high quality confectionery, dairy, savoury convenience and bakery goods.</p> <p>In addition to central billing with BWG in the foodservice sector, Sunshine Juice has central billing with Superquinn, Londis, SuperValu and Centra in the retail sector.</p>
<b>Relevant contacts</b>	<p>Paul Walshe, Managing Director Mobile: 086 810 9127 Email: <a href="mailto:paul@sunshinejuice.com">paul@sunshinejuice.com</a></p> <p>The Managing Director influences purchasing decisions.</p>
<b>Product range</b>	<p>Sunshine Juice distributes the following product categories: juices, smoothies, fruit salads, dairy (yoghurt and ice cream), eggs, poultry, soups, pies, baked goods and desserts.</p> <p>Products are 50% chilled and 50% frozen.</p> <p>The major brands and suppliers carried by Sunshine Juice are Walshe's, Tropicana, Glenisk, Lakeland Dairies and Nom Dairies (UK).</p> <p>Sunshine Juice is a subcontractor for BWG and distributes their chilled and frozen products nationwide.</p>
<b>Sectors served</b>	<p>Sunshine juice serves the hotels, cafes, sandwich bars, juice bars and wholesale distributors sectors.</p> <p>The company's main customers in the foodservice sector are:</p> <ul style="list-style-type: none"> <li>• Cafe Sol</li> <li>• O'Briens Sandwich Bars</li> <li>• Bagel Factory</li> <li>• Jump Juice Bars</li> <li>• K-Club</li> <li>• Sheraton Hotels</li> <li>• Radisson Hotels</li> <li>• Maldron Hotels</li> </ul>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company sees growth in the frozen category and an opportunity for Irish producers of own label frozen chips, pizza and other high volume products.</p> <p>In addition Sunshine Juice sees opportunities for Irish producers of both chilled and frozen ethnic ready meals.</p>

<b>Purchasing policy</b>	<p>Sunshine Juice has a strong preference to source local produce.</p> <p>The company's purchasing policy is a combination of competitive pricing, high and consistent quality, good service levels, flexibility and innovation.</p>
<b>Supplier requirement and ordering procedure</b>	<p>As Sunshine Juice has BRC A Grade accreditation themselves, they would prefer suppliers to have, or to be working towards, BRC accreditation.</p> <p>The company audits supplier's premises for which there is a €500 audit charge.</p> <p>Orders are placed through EDI, fax, phone and email.</p> <p>Suppliers are expected to deliver products weekly or twice weekly depending on the shelf life of the product. More frequent supplies are preferred as the distributor holds a minimum amount of surplus stock in the warehouse.</p>
<b>Geographical spread</b>	<p>The warehouse a chilled and frozen facility. It is located in Carlow and is 14,000 square feet in size.</p> <p>Sunshine Juice services customers nationwide, with deliveries up to six days per week.</p>
<b>Fleet size</b>	<p>The company has 18 multiple temperature controlled vehicles: 14 five ton Mercedes trucks and four eight ton trucks.</p>
<b>Marketing support &amp; services provided</b>	<p>There is no product catalogue as product lists and specifications are on the company website, which is updated regularly.</p> <p>The telesales team alerts customers to new products.</p> <p>Price promotions are encouraged to get product moving at launch and on a regular basis.</p> <p>Orders are gathered via telesales, phone, email, fax and EDI. There is a one day lead time for orders.</p> <p>The company encourages suppliers to meet customers jointly with Sunshine Juice</p> <p>Suppliers normally receive sales reports on a monthly basis.</p> <p>There are three sales representatives on the distributor's team and a lot of contact is made between customers and the company's Head Office.</p>
<b>Advice to new suppliers</b>	<p>New potential suppliers should send an email to the Managing Director to make initial contact and arrange a meeting.</p>

## Vanilla Venture Ireland

Address: Unit F1, Southern Link Business Park, Newbridge Road, Naas, Co. Kildare  
 Website: [www.vanillaventure.ie](http://www.vanillaventure.ie) Phone: 045 883 570 Email: [info@vanillaventure.ie](mailto:info@vanillaventure.ie)

<b>Company Profile</b>	<p>Vanilla Venture Ireland (VVI) is a purveyor and wholesale distributor of fine foods sourced from within Ireland and across the globe.</p> <p>The customer base is made up of hotels, restaurants, catering companies, corporate accounts and a number of high-end independent retailers in Dublin, nationwide and the UK.</p>
<b>Relevant contacts</b>	<p>Ian and Rocky Redmond are Directors of the company and are responsible for all purchasing decisions.</p> <p>VVI can be contacted by landline or email:                  Phone: 045 883 570 / 73                  Email: <a href="mailto:info@vanillaventure.ie">info@vanillaventure.ie</a></p>
<b>Product range</b>	<p>VVI carries over 1,500 products including chilled, ambient and frozen goods.</p> <p>Chilled products include meats (sole distributor of Donald Russell Irish beef and lamb and Taste Tradition rare breed pork and game in Ireland), charcuterie, poultry, game, seafood, farmhouse continental and Irish cheeses, dairy produce, fresh truffles, mushrooms, seasonal fruit and vegetable and micro-herbs.</p> <p>Ambient products include olive and nut oils, olives and preserved vegetables, vinegars and balsamics, truffle produce, chocolate couverture and bonbons, vanilla, spices and salts, rices, pasta, nuts and bar snacks, dried fruit, flours and muesli. VVI is the sole distributor for Sosa modern ingredients in Ireland.</p> <p>Frozen products include seafood (e.g. gambas, red king crab, scallops, shrimp and squid), par-baked sour dough breads, cakes and macaroons.</p>
<b>Sectors served</b>	Hotels, restaurants, catering companies, corporates and independent retailers.
<b>Opportunities for Irish food and drink suppliers</b>	<p>VVI is continuously seeking unique produce from artisan growers and producers from across Ireland.</p> <p>Growers and producers should make direct contact with the company.</p>
<b>Purchasing policy</b>	Consistent quality; correct pricing.
<b>Supplier requirement and ordering procedure</b>	<p>All suppliers are visited and audited.</p> <p>HACCP system and all other necessary accreditations and regulations must be in place.</p> <p>All produce should have correct packaging, labelling and documented temperature control.</p> <p>All deliveries are checked and documented.</p>

	<p>Orders are placed by phone, email or fax.</p> <p>Supplier delivery is Monday through Friday.</p>
<b>Geographical spread</b>	<p>There is one multi-temperate depot in Naas.</p> <p>Deliveries are made into the greater Dublin area Monday through Friday.</p> <p>Nationwide deliveries outside the greater Dublin area are made every Thursday and Friday.</p>
<b>Fleet size</b>	<p>There are three multi-temperate vehicles.</p>
<b>Marketing support &amp; services provided</b>	<p>A product/price list is produced annually, with regular updates.</p> <p>VVI alerts customers to new products and price promotions through direct personal contact, phone or email.</p> <p>Orders are gathered through phone calls, fax and emails on a daily/weekly basis.</p>
<b>Advice to new suppliers</b>	<p>Potential suppliers should make direct contact with the company.</p>
<b>Other information</b>	<p>Credit terms are 30 days.</p>

## Wild Orchard

Address: Enterprise Centre, Hospital Village, Co. Limerick

Website: [www.wildorchard.ie](http://www.wildorchard.ie)

Phone: 061 383 930

Email: [info@wildorchard.ie](mailto:info@wildorchard.ie)

<b>Company Profile</b>	<p>Established in 2001, Wild Orchard is a manufacturer of 100% fruit smoothies and juices, while also distributing chilled and ambient foods across all of Munster and the greater Dublin metropolitan area.</p> <p>The company has a stronger focus on foodservice but also caters to the food retail market. Wild Orchard provides a distribution service for many artisan producers e.g. Taste-A-Memory Foods and the Pasta Milano brand by Mediterranean flavours.</p>
<b>Relevant contacts</b>	<p>Managing Director: Diarmuid Crowley            Email: <a href="mailto:diarmuid@wildorchard.ie">diarmuid@wildorchard.ie</a>            Phone: 061 383930            Mobile: 087 967 7495</p>
<b>Product range</b>	<p>95% of the product distributed is chilled and the remaining 5% is ambient. The range includes juices, smoothies, yoghurts, ready meals, water, crisps, fresh pasta, cakes and cookies. Currently 55% of the products in the range are the 100% fruit juices and smoothies manufactured by Wild Orchard.</p>
<b>Sectors served</b>	<p>Within foodservice, the customer base is predominantly made up of coffee shops and sandwich bars. Some restaurants, hotels and college canteens are also serviced.</p> <p>Wild Orchard is listed with BWG and Musgrave's to supply its network of Daybreak shops.</p>
<b>Opportunities for Irish food and drink suppliers</b>	<p>The company has noticed a trend in the market towards cheaper imported products in the juices and smoothies segment of the market. Despite this trend, the company has seen strong growth in sales of smoothies and juices from both suppliers and its own brand.</p> <p>Wild Orchard sees a great opportunity for good quality Irish suppliers who can compete on a price basis with imported produce. Retailers and foodservice operators are currently more inclined to support Irish producers.</p>
<b>Purchasing policy</b>	<p>The company distributes only Irish produce and believes strongly in Irish food producers and the quality of Irish food.</p> <p>The company purchases good quality Irish made products for which there is demand.</p> <p>Purchasing decisions are made by the Managing Director who is influenced by the sales team in making a purchasing decision.</p>
<b>Supplier requirement and ordering procedure</b>	<p>All producers must complete a supplier questionnaire and supply specifications for all their products. Producers are visited for a general factory tour. There is generally no charge for this.</p> <p>Orders are placed via phone and email.</p>



	<p>The company often collects products from producers' premises or a mutually convenient pick up point can be agreed.</p> <p>Products with a minimum shelf life of 18 days are preferred.</p>
<b>Geographical spread</b>	<p>From its Limerick depot, Wild Orchard services Munster, Galway and the greater Dublin metropolitan area as far south as Ashford, Co. Wicklow.</p> <p>Over 90% of customers receive at least one delivery per week.</p>
<b>Fleet size</b>	<p>The fleet consists of two chilled Caddy vans, one chilled Mercedes Sprinter van and one Peugeot Boxer van.</p>
<b>Marketing support &amp; services provided</b>	<p>A price list of all the main items distributed is updated on a regular basis.</p> <p>Customers are alerted to the arrival of new products by the van sales team and product literature is circulated with invoices.</p> <p>Wild Orchard will work with suppliers to implement introductory offers and other promotions.</p> <p>Some customers' orders are captured by telesales and the rest of the customer base is serviced by van sales.</p> <p>Producer visits to selected customers can be arranged. Sales information is available to producers to facilitate sales development.</p> <p>Both the van sales drivers and the Managing Director work on sales development.</p>
<b>Advice to new suppliers</b>	<p>Contact the Managing Director by email. As the shelf life of all the products currently distributed is a minimum of 18 days, products with a shelf life of 18 days or greater are preferred.</p> <p>Wild Orchard prefers to work on a partnership basis with suppliers who take a proactive approach to increasing sales and who will work with the company to gain new business.</p>



## CHOOSING A DISTRIBUTOR

The decision on which distributor to choose can be difficult, as one company may not be able to provide all the services you require. It may be necessary to prioritise your needs and make a decision based on which distributor can provide the best offering. The experience of others can help in making the right choice, so it is important to talk to other manufacturers and buyers.

Be clear on which category/categories of the foodservice sector you wish to target, taking into account the strengths of your company and where the best fit for your product range lies. Emphasise what your company can bring to the table when in discussion with a prospective distributor – it is important to establish a working partnership that will help deliver maximum commercial success.

Finally, agree on a written contract that incorporates all the elements required to successfully drive your business forward. The contract should be a clear agreement between both parties outlining the responsibilities and directives that each player must carry out. It is important to continually review your business model and adjust your goals accordingly.



## MANAGING A DISTRIBUTOR

For an effective business partnership with your distributor, some form of measurement will need to be in place – having a defined set of targets is the best way of doing this. These targets should be in agreement with the distributor and should be included in the original contract. Contact with your distributor should be on-going and your distributor should be providing you with regular sales reports demonstrating sales performance versus target. These reports should also provide details of the foodservice outlets where your product is being stocked.

Where possible, it is important to maintain a relationship at key account level with the relevant buyers in order to obtain first hand feedback on your product and also ensure that you do not have an over-reliance on any one distributor. It is also useful to call into a number of your foodservice customers to see how your product (and your distributor) is performing.

In addition to sales reports, it is also important to review your progress via periodic review meetings (ideally on a quarterly basis) where sales performance and targets are compared. These meetings will also provide an opportunity to review progress and amend the overall strategy, if required. It is important to review your pricing annually. You should be able to demonstrate that you have cost reduction strategies in place and are only passing on costs that are absolutely necessary.

If you accept prices from your own suppliers and service providers and do not pass these on to your distributor, you are reducing your own business profits. If sales do not materialise as planned, you need to recognise this and react rapidly. Additional promotions, new listings, sales force reviews, NPD etc should all be harnessed to drive sales forward.

Your distributor's sales force is effectively your sales team on the ground and it is important to invest time and effort into educating them and providing them with relevant information relating to your product range. Briefings and product tastings for reps and telesales staff are extremely important and should form part of the contract with your distributor.