



Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Operator and Distributor Profiles Irish Foodservice Market

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IRISH FOODSERVICE SECTOR

INTRODUCTION

This report provides comprehensive profiles of the leading operators and distributors within the foodservice sector in Ireland. The report is designed to be used by both existing food and drink suppliers to the foodservice sector and also suppliers considering the sector as an alternative route to market. It is intended to increase awareness and understanding of the foodservice sector, in addition to highlighting potential new business opportunities within the market.

HOW TO USE THIS REPORT

The foodservice market is experiencing challenges it has never seen before and rapid changes are occurring within the sector with very little predictability on a day-to-day basis.

Suppliers need to exercise extreme caution when interpreting the contents of both the market overview and the profiles of individual operators and distributors, as the information is continuously altering.

In advance of contacting any operators or distributors profiled in this report, suppliers should first ensure that they have taken on board all of the points made in the recommendations section below.

The profiles contained in this report represent the most prominent operators and distributors in the sector; it does not include all foodservice operators and distributors. The report concentrates on the larger chain operators, focusing on categories identified as being of most relevance to suppliers. Distributors profiled were identified by those operators as part of the research. It may be necessary for suppliers to conduct additional research themselves on specific operators and distributors not contained in this report, but whom they may wish to target.

There were a number of operators who did not participate in the research for several reasons, such as confidentiality, lack of time to participate in the study, those who did not see a benefit in contributing, and those who were not available because of holidays or business commitments.

Suppliers should not view this report as a complete overview of Irish foodservice operators and distributors. It is simply a representative sample of the marketplace.

METHODOLOGY

James Burke & Associates were appointed on behalf of Bord Bia to carry out this research. Research was conducted from August – October 2009. The methodology used was as follows:

- A focus group comprising ten Irish food manufacturers was conducted to determine the information that should be sought as part of building the profiles and also to identify the operator categories that potentially offered most opportunities for suppliers.
- 72 telephone interviews were conducted with foodservice operators and 54 interviews were conducted with foodservice distributors. Included in these figures were ten in-depth interviews (comprising operators and distributors) took place on a face to face basis to allow for further focus on some key issues.
- These interviews were conducted by two executives from the food sector who were both former food producers, thus giving them a clear understanding of the subject matter.
- All profiles, once complete, were approved by the interviewee and the information contained in them represents the profile which the operator or distributor agreed to have published.
- While every care has been taken to ensure that the information contained in this report is 100% accurate, suppliers should conduct their own research before approaching any distributor or operator.
- The market overview information is a combination of previous reports that have been published on this sector and information gathered through compiling the enclosed profiles.

MARKET OVERVIEW

IRISH ECONOMY

With a GDP of €187 billion (est. 2008), the Irish economy ranks as the 34th largest in the world. It contracted by an estimated 3% between 2007 & 2008. (Source: www.IMF.com)

The decline of the Irish economy has continued in 2009. GDP is down 8.4% for the first six months of the year, unemployment figures were up 64.5% on the same month last year (currently standing at 12.5%) and total retail sales for the second quarter of 2009 are down 17.9%. (Source: CSO October 2009)

Ireland's agri-food sector plays an important role in the Irish economy, accounting for almost 9% of employment and 10% of Irish exports. As much as 65% of manufacturing exports by Irish-owned firms are estimated to consist of food and drink. (Source: Bord Bia)

The Irish population is estimated at just over 4.45 million. The number of emigrants from ROI in the year to April 2009 is estimated to have increased by over 40% from 45,300 to 65,100, while the number of immigrants continued to decline over the same period, from 83,800 to 57,300. These combined changes have resulted in a return to net outward migration for Ireland (-7,800) for the first time since 1995. (Source: CSO September 2009).

FOODSERVICE SECTOR

In 2008, the value of the Irish foodservice market stood at approx. €7.2billion (€5.5 billion in Republic of Ireland and £1.8billion in Northern Ireland)¹. During 2003-08, the Republic of Ireland foodservice sector experienced a growth rate of 28%, although a slower total growth rate from 2008-2013 is expected due to extra financial constraints on households. This compares to an annual Republic of Ireland retail market value of €9.16bn, which is shrinking at a rate of -1.5% per year (Source: TNS Worldpanel October 2009).

The full effect of the economic downturn on the foodservice sector is still unclear. Food expenditure in Ireland between 2007 and 2008 rose by 2.5% (Source: CSO), however the consumer price index for food, hotel & restaurants also rose by an estimated 2.5%, so

¹ Attitudes to Food & Drink, Special Report, Mintel: February 2009

essentially the food expenditure remained stable. Considering the economy on whole decreased by 3%, these figures are encouraging (Source: fft.com).

NUMBER OF FOODSERVICE OUTLETS BY CATEGORY

HOTELS	RESTAURANTS	BARS	CANTEENS AND CATERING
808	3,908	5,211	359*

Source: CSO Annual Service Inquiry 2007

* Note: This figures refers to relates to the numbers of **Head Offices** in the state.

Tourism is a key industry in Ireland, with approximately 60,729 hotels rooms available in the country (Source: Irish Hotel Federation, August 2009). The number of foreign visitors to Ireland decreased in 2008 for the first time this century (Source: CSO, 2008). In the period April to August 2009 visitors to Ireland dropped by a further 10.9% compared to the same period in 2008 (Source: CSO, October 2009). The number of domestic trips taken by Irish residents actually increased by 9.4% in Q2 2009, compared to Q2 2008. However, total expenditure on domestic travel fell by 2.4% for the same period, compared to 2008 (Source: CSO, October 2009).

At the same time the Irish hotelier’s representative body, The Irish Hotel Federation announced that approximately 50% of Irish hotels were in serious financial difficulty. The number of hotels in Ireland has doubled in the last 13 years. The market is over capacity by 20% or 12,000 rooms, and many hotels will be forced to close. (Source: Irish Hotel Federation, August 2009) A report by economic consultant Peter Bacon, commissioned by the Irish Hotels Federation and published in November 2009, states that “orderly elimination” of about 15,000 hotel rooms should begin to avoid catastrophe in the sector.

CONSUMPTION TRENDS

While there is a dominance of price messages affecting all trends in the market at present, it can be assumed that once the value need is satisfied that some, or all, of these other trends still act as drivers beneath the surface.

- **Eating Out:** Bord Bia's PERIScope 2009 study, which surveyed 3,000 consumers across Ireland, Northern Ireland and Great Britain, found that while eating out once a month jumped from 62% to 71% between 2005 and 2007, the percentages have dropped in 2009 to 65%. Eating out during the week has suffered most in recent times. In both 2005 and 2007, 18% of people surveyed ate out during the week. This figure had dropped to just 8% in 2009. In addition, consumers are spending less on a per capita basis when they do eat out.
- **Importance of provenance:** According to Bord Bia's PERIScope 2009 study, the subject of food origin and local produce is increasingly important to Irish consumers. Over 60 per cent of consumers rate buying local produce as very or fairly important and 67 per cent say that they like to know the area where their food comes from.
- **The Healthy Option:** The 2008 Bord Bia report on 'Irish Foodservice Market for Fresh Food' identified that the increased demand for healthy food options is a key growth factor for the market. Growth in the dairy products sector at the time was attributed to yoghurts, smoothies and juices, and it was concluded that as these are "light, healthy and convenient products, they correspond precisely to changing consumer priorities".

The Aramark/Cambell Catering Food Futures Study (2007) stated that 55 % of the population seek a healthy option when eating outside the home. The study found that foodservice operators continually added healthier alternatives to their menus, and this trend was likely to be maintained for the foreseeable future.

Bord Bia's PERIScope report 2009 also found that the negative connotation associated with health food declined since 2005. The percentage of people that believe health food is boring or limited is down from 16% to 13%.

- **Continued Traditional Taste:** There is still a large demand in the Irish market for traditional meals. It has been found that Irish consumers seem to stick to the traditional meals, the 'meat and two vegetables' option is still the nation's favourite (48%). The exception to this is the 15 to 34 year old age bracket where Chinese food was found to be a favourite. (Source: Aramark/Cambell Catering Food Futures Study 2007).

KEY TRENDS AND DRIVERS

INTRODUCTION

The following information was gathered during discussions with operators and distributors and paints a picture of the challenges facing the sector at this time. It is designed to help producers gain a clear insight into the direction the sector is moving in at present.

- **Customers Paying Less:** With pressure on customers' budgets, all operators spoken to stated that they now were faced with a serious challenge. Customers are looking for strong stimuli to attract them to eat out which is resulting in lower price points, such as early bird menus and daily special offers.

Some foodservice operators reported that the number of customers they were serving was static, however the spend per customer was down considerably due to the range of promotional offers available. There were a small number of operators who reported that the number of customers they were serving was in fact up on a year-on-year basis, but that the transaction spend was down.

- **Cost Pressures:** Operators quoted issues such as minimum wage, high rent and rates, excessive VAT, high energy costs and double time wages for Sunday as factors which were putting enormous financial pressure on their business. Combined with a customer demand for more promotional prices, this is creating a downward pressure on suppliers to reduce costs.

Comments relating to imported product, and particularly those products from sterling areas were repeatedly raised with strong emphasis from operators that they needed Irish producers to be acutely aware of these import prices and to match them.

- **Lack of Cash flow:** Several operators, whose businesses are still performing well, cited the lack of credit as a difficulty they face in expanding their business.
- **Extended Credit Terms:** As many restaurants, cafés and hotel chains are now dealing with fewer diners than they were in the past, they have had to extend payment terms to suppliers. The majority of foodservice distributors interviewed indicated that

this was the number one challenge they faced at the moment. Getting paid in a reasonable timeframe is becoming the number one priority for many distributors.

- **Consolidation of Supply Base:** A number of operators reported that, as part of their efforts to control costs, they were consolidating their supply base (i.e. reducing the number of suppliers they dealt with and increasing the volume of sales per supplier), as it was more efficient to manage and there were greater opportunities to secure lower prices.
- **Over supply:** Particularly in the hotel sector, there were clear indicators given by some respondents that there is a massive over-supply of rooms and this is putting the future stability of many operators in question. This has led to a situation where different hotel chains are ‘in a race to the bottom’ in an attempt to attract customers.
- **Pressure on Food and Beverage:** The growing pressure on reducing the cost of room rates has led to increased pressure on hotel operators to generate increased levels of profits from their food and beverage offer. This in turn means that chefs and buyers are more price conscious than ever before.
- **Restaurant Closures:** There have been several well-documented restaurant closures over the last 12 months and some hotel operators also reported that they had closed their restaurants in order to save money and were now providing food via the bar only.
- **E-Tendering:** A small number of the larger restaurant and hotel chains have also started using electronic tendering in order to secure best prices available in the marketplace. While this process may be new to many Irish suppliers, it is also becoming an increasingly normal way of doing business in this sector. Marketboomer.ie is an example of a company who provides buying and tendering services for the Irish foodservice sector.
- **Successful Operators:** While the sector is facing many challenges, several operators were keen to point out that the smart operators who are responding with innovative offers and themes for customers are trading well. They also believe that this

increased culture of value will lead to more customers eating out in the long term, as people discover exceptional value in the marketplace.

RECOMMENDATIONS FOR SUPPLIERS

INTRODUCTION

The information contained in this section is a compilation of suggestions and recommendations received from both operators and distributors in the foodservice sector, which are specifically focused on Irish food suppliers. It is strongly recommended that any food supplier reading this report take on board all of these recommendations before approaching any operators in order to increase the chances of securing a listing.

- **Cost Competitiveness:** Not surprisingly, cost was the number one topic discussed by both operators and distributors, with a strong recommendation that Irish suppliers need to be cost competitive and understand the relationship between greater volume and lower costs. Some operators recommended that Irish suppliers consider unbranded product (or the use of a separate brand) for foodservice and take into account the lower overheads associated with foodservice when devising foodservice pricing. While it was recognised that a premium could be commanded where a product had strong unique selling points, almost all respondents also stated that cost was the dominant factor in the current foodservice market.

Repeatedly, demand for competitively priced Irish chicken was raised. Most operators would prefer to be stocking Irish chicken, but cannot find product that is commercially viable to do so.

- **Understanding the End Customer:** Several operators suggested that suppliers study the market more to understand the end consumer, and the type of demands they are making on the operators in the marketplace. They recommend suppliers study consumer research and also observe consumers in the foodservice environment in order to help compile a full picture of all the issues involved.
- **Understanding the Operator:** When first approaching a foodservice operator it is vital to have a clear understanding of the foodservice sector and particularly the environment of the operator. Suppliers should understand all of the dynamics of the foodservice sector and should carry out research on how specific operators run their business.

- **Foodservice Strategy:** Many of the respondents felt that Irish suppliers have a well defined retail strategy in place but could benefit from developing a clear foodservice strategy. Suppliers wishing to develop business in the foodservice sector should develop a clear foodservice strategy and business plan before entering the sector.
- **Distribution:** Operators believe suppliers should have a clear distribution plan to supply all their outlets nationally. It was a commonly cited problem among many operators and they recommended Irish suppliers should have structured distribution solutions in place before any initial approach to an operator.

A small number of operators prefer suppliers to supply them directly, while others prefer stock to be channelled through a nominated distributor. This decision needs to be carefully taken by any supplier in today's uncertain climate, with the obvious advantage of a more secure payment through a single distributor, rather than a supplier trying to manage multiple operator accounts.

- **Proactive Innovation:** While many Irish suppliers will take a brief from an operator or distributor and develop a product in response to that, there is a strong wish from the sector that more proactive innovation should take place, where suppliers take it upon themselves to bring forward new innovations to the sector.
- **Consistency:** The need for constant product consistency was raised by several respondents, as was the need to operate high service levels and order fill rates. Some respondents stated that it was difficult for them to maintain high order fill rates with Irish suppliers e.g. on the basis of an order of 100 cases of stock, most operators had targets to receive in excess of 98.5% of this, but found it difficult to achieve this target.
- **Pace of Change:** Many operators and distributors emphasised the need for suppliers to create business change at a more accelerated pace, as the foodservice sector is going through enormous change in this present climate and there are concerns that some suppliers may be left behind. Areas highlighted for change include innovation, key account management and commercial pricing.

- **Irish Provenance:** There was an overwhelming wish by almost all respondents that they would prefer to stock Irish products. Some reported an increased desire to do this in more recent times. There is a clear passion with some operators and distributors to do this and it is a ‘nice to have’ with others. This can be viewed as a very positive attribute by suppliers and while the commercials must be correct, it is a good base from which to start. Although almost all operators expressed a strong preference to use Irish produce, there was also a minority who cited the “Irishness” of produce as being more important than price.
- **Marketing Material:** The initial contact with operators and distributors can generally influence potential successful listings. In many cases operators felt more/improved marketing material could be used by the suppliers to influence buyers. Brochures, product specification sheets and company profiles were all recommended as part of the supplier toolkit.
- **Gluten Free:** Gluten free was highlighted as an opportunity area by several respondents with some concern regarding the cost of gluten free products from Irish producers. Some operators have a clear strategy to stock gluten free ranges across several categories.

IRISH SUPPLIER PRODUCT OPPORTUNITIES

INTRODUCTION

The following section set outs specific product examples which were highlighted by foodservice operators as opportunities for Irish suppliers. The first five items were mentioned numerous times, the remaining items have been grouped by product category. While some of the products mentioned are already produced in Ireland, they are included because they were not currently being sourced by the operator in question. To identify where the specific opportunities relate to, suppliers should study the individual operator profiles.

1. Chilled and frozen Irish chip products.
2. Competitively priced good quality fresh Irish chicken products, particularly Irish chicken fillets.
3. Gluten Free breads, pizza bases and treats at a reasonable cost.
4. Irish Charcuterie, pates and terrines.
5. Frozen Irish vegetables.

Chilled	Ambient
<p>Irish grown tomatoes and asparagus.</p> <p>Convenience formats of fruit and vegetables.</p> <p>Pasteurized eggs.</p> <p>Competitively priced good quality Irish speciality pork products.</p> <p>Competitively priced Irish smoked and green hams.</p> <p>Value cuts of fresh meat.</p> <p>Innovative artisan products e.g. barbecue products and artisan sausages.</p> <p>Healthy deli style products.</p> <p>Delicatessen type products e.g. chutneys with an Irish twist or other points of difference.</p> <p>Chilled fresh, high quality baked products.</p> <p>A variety of sub sandwich fillings.</p> <p>Sandwich fillers.</p> <p>Irish dairy products with a point of difference.</p> <p>New Irish artisan cheeses.</p> <p>Meal solutions for the evening meal e.g. chilled ready meals, fresh chilled juice varieties etc.</p> <p>New variety ready meals at a mid-market price point i.e. move away from lasagne etc.</p> <p>Restaurant quality soups and wet dishes e.g. curry, other ethnic dishes, pies and lasagnes.</p> <p>Chilled pizza.</p> <p>Chilled desserts and dessert finishing products.</p> <p>Tapas style food.</p>	<p>Good quality authentic American style bagels.</p> <p>Croissants and Danish pastries.</p> <p>Healthy snack products, including gluten free.</p> <p>Rolls for sub sandwiches.</p> <p>Good quality biscuits for cheese.</p> <p>Extended shelf life products and products which re-heat better on board planes.</p> <p>Speciality oils.</p> <p>Irish produced honey.</p> <p>Low salt products.</p> <p>Trans-fat free products.</p> <p>Handmade crisps.</p> <p>Bar snack foods.</p>

Frozen	Beverages
<p>Chicken products for take-away restaurants.</p> <p>Frozen prepared meats e.g. diced lamb, diced beef and mince.</p> <p>Value frozen convenience finger and buffet style products (nuggets, goujons, finger food etc).</p> <p>Fully prepared restaurant quality frozen ready meals.</p> <p>Competitively priced frozen desserts e.g. ice-creams, profiteroles, tartlets, meringues, gateaux and individual desserts.</p>	<p>Soft drinks.</p> <p>Premium mineral water to compete with Italian waters.</p>

FOODSERVICE OPERATORS

FOODSERVICE MAP

Market Map of Operators Interviewed

Profit Sector						Cost Sector
Hotels	Catering	Pubs & Restaurants	Quick Service Restaurants	Sandwich/Coffee	Travel	Products To Go
Carlton Hotels Clarion Hotels Doyle Collection Druids Glen Hotel Four Seasons Gresham Hotel Group Griffin Group Hilton Hotels Marrriott Hotels McEniff Hotels Moran & Bewleys O Callaghan Group Purchasing Systems Limited Quality/Maldron Hotels Rezidor Group Shelbourne Hotel Starwood Hotels	Aramark/Campbells Catering Compass Group Corporate Catering Services Ltd. Dobbins Outdoor Fitzers Catering Master Chef Hospitality Munster Premier Dining Sodexo With Taste Banqueting Services	Avoca Handweavers Brambles Captain Americas Durne & Crescenzi Dante Restaurants GBK Hard Rock Cafe Leisureplex Mao Porterhouse Brewing Co. TGI Friday's Wagamama Yo Sushi	Abrahebabra Chick King Four Star Pizza McDonald's Supermac's The Bagel Factory	BBs Coffee and Muffins Butlers Chocolate Cafe Cafe Java Esquires Coffee Houses Insomina Itsa O'Brien's Sandwich Bars Subway The Bagel Bar The Street Cafes Zummo International	Aer lingus EFG Catering Gate Gourmet HMS Host Irish Ferries L. Connaughtons & Sons Rail Gourmet SSP	Freshways
						HSE Prison Service Purchasing Solutions Ltd.

Please Note: This map does not include all foodservice operators in the Irish market, it represents all those that were profiled for the purpose of this directory

HOTEL GROUPS

Carlton Group Address: Carlton Hotel, Old airport road, Dublin airport, Co. Dublin. Website: www.carlton.ie Phone: 01 866 7500 email: abeale@carlton.ie	
Company Profile	<p>The Carlton Group is an Irish owned hotel group that was founded in 2004. The group has quickly grown to a current total of 9 hotels.</p> <p>Locations are Dublin, Donegal, Westport, Wexford, Kildare, Cork, Galway and Limerick. A hotel in Galway city was added to the group in July 2009.</p> <p>Food turnover for the group was between €10 and €15 million retail value in 2008 and it is expected that this figure will be maintained in 2009.</p> <p>The group's main activities are the provision of accommodation, food and beverages, and leisure & spa facilities.</p>
Relevant contacts	Purchasing Manager: Anthony Beale email: abeale@carlton.ie (01 866 7500)
Product mix	<p>Cuisine is site specific with menus being devised by chefs locally. In general, the types of cuisine on offer are Irish, European and Asian.</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>
Opportunities for Irish food and drink suppliers	<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, with only carrots and potatoes 'prepared to cook' out of house, an opportunity for the supply of value added 'prepared to cook' ingredients exists across the menu. However, quality has to be right and the proposition must be commercially attractive.</p>
Purchasing policy and supplier requirements	<p>Purchasing policy is quality of food first followed by price. All suppliers must be HACCP compliant. Purchasing is centralised through the purchasing 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 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 purchasing manager.</p> <p>Orders are placed locally by chefs. Currently 75% of orders are</p>

	<p>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 product, depending on the shelf life and storage requirements.</p>
Distribution providers	<p>Pallas Foods currently supply meat and the majority of ambient products. BWG also supply a lot of the ambient and dry goods. Total Produce currently supply all the fruit and vegetables. Dairy supplies are bought from regional suppliers.</p>
Advice to new suppliers	<p>The purchasing manager is the point of contact for proposals to supply. There is a preference for buying a range of products from a 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 for a small number of products. Matter of fact proposals with competitive pricing preferred.</p>
Other information	<p>The Purchasing Manager believes that cost competitiveness is a key issue, in particular the cost of fixed overheads.</p>

Clarion Hotel Group

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

www.clarionhotelsireland.com Phone: 01 433 8800 email: bosullivan@choicehotelsireland.com

Company Profile	<p>The group operates 7 hotels in the Republic of Ireland: Clarion Hotel, IFSC Clarion Hotel Dublin Airport Clarion Hotel & Suites Liffey Valley Clarion Hotel Limerick Clarion Hotel Limerick Suites Clarion Hotel Sligo Clarion Hotel Cork</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>
Relevant purchasing contacts	<p>Purchasing Manager: Brian O’ Sullivan E mail: bosullivan@choicehotelsireland.com</p>
Product mix	<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 cook.</p>
Opportunities for Irish food and drink suppliers	<p>Existing suppliers are able to supply all the products that the group currently requires.</p> <p>The group has very strong relationships with their existing suppliers, and they will look to them first to bring them innovative new products.</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. The group has both chilled and frozen storage facilities.</p>
Purchasing policy and supplier requirements	<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, at the supplier's expense.</p> <p>All purchasing is centralised through the purchasing manager, who has substantial purchasing power. Together with the financial controller, the purchasing manager puts together a purchasing manual with all of the specifications and terms which he has agreed with suppliers. All chefs must adhere to this manual. The purchasing 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>
Distribution providers	<p>The group purchases from the following distributors and suppliers:</p> <ul style="list-style-type: none"> - BWG - Heaney Meats, Galway - Bewleys - Cuisine De France - Irish Pride for breads - Asia Market, Dublin - Western Brand for chicken - Glanbia for milk - Hanlons for fish - Fyffe's and Keeling for fruit & vegetables - Pallas Foods and La Rousse for speciality products
Advice to new suppliers	<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 by the operator.</p>

Doyle Collection

Address: 146 Pembroke Road, Dublin 4

Website: www.doylecollection.com Phone: 01 607 0076 email: ray_shannon@doylecollection.com

Company Profile	<p>The Doyle Collection consists of 3 hotels in Ireland: The Westbury, Croke Park Hotel and Jurys Cork Hotel. There are a further 4 hotels in the UK and 4 hotels in the US. Jurys Inns is now a separate company.</p> <p>The main activities are the provision of accommodation, fine dining restaurants, cafes, food and beverages, meetings, conferences (particularly in the Westbury) and weddings. The annual turnover for 2008 for food and beverage was €13m in retail value.</p> <p>The customer profile is 60% corporate and 40% leisure</p>
Relevant purchasing contacts	<p>Purchasing Manager: Ray Shannon E mail: ray_shannon@doylecollection.com Phone: 01 607 0076</p> <p>Please mail or email a new package profile i.e. a description of the products and specifications before calling the purchasing office.</p>
Product mix	<p>The restaurants are full service. They also cater for weddings, banquets and conferences.</p> <p>The restaurants cater for the high end of the market. Therefore all food is cooked from scratch in each of the restaurants.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth for the group are external to Ireland. The restaurants in all 3 Irish hotels have just undergone a €25m refurbishment.</p> <p>There are opportunities for good artisan products across the board, but at the right price and with good distribution. There is some room for artisan product brands and for joint branding in the restaurants food menus.</p> <p>The group use very little frozen food as a rule.</p> <p>All food offerings are Irish.</p>
Purchasing policy and supplier requirements	<p>There exists a strong preference to source local produce.</p> <p>Good quality produce is the cornerstone of the group's purchasing policy. The importance of ingredient pricing is a function of the target market of a particular menu. i.e. keen pricing is required for economy and special offer menus.</p> <p>All suppliers' premises are audited directly every 6 months. Full HACCP and EHO (Health Board Authority accreditation) documentation must be available at all times.</p>

	<p>Purchasing is centralised through the purchasing manager who also responds to requests from head chefs.</p> <p>All supplies are tendered for on an annual basis.</p> <p>Deliveries are made approximately 5 days per week, and vary by product category. They must be made to each hotel individually.</p> <p>Small case sizes are perfectly acceptable for artisan products.</p>
Distribution providers	Pallas Foods and Musgraves are the predominant distributors.
Advice to new suppliers	New suppliers must be organised before they approach the Purchasing Manager i.e. they must have done their market research and know about the business. The product offering must fit with the business or replace an already existing product. Distribution must be set up, particularly for artisan foods. Otherwise, artisans should link in with one of the group's distributors, to bring forward a proposal.
Other information	Credit terms are 30 – 45 days maximum.

Druids Glen Hotel & Country Club

Address: Druids Glen, Newtownmountkennedy, Co. Wicklow

Website: www.marriottdruidsglen.com Phone: 01 287 0800

email: not applicable

Company Profile	<p>The Druids Glen Hotel & Country Club is managed by the Marriott Group.</p> <p>The current main activity is a hotel and spa resort, restaurant, bar with bar food, room service menus and two golf courses.</p> <p>Druids Glen caters for a large number of weddings, conferences and meetings.</p> <p>The customer profile is 60% leisure and 40% corporate, with a high percentage of international clientele.</p>
Relevant purchasing contacts	<p>Purchasing Manager: Lorcan Nevin Phone: 01 287 0885 Telephone is the preferred method of communication.</p>
Product mix	<p>All meal occasions are catered for. Snack and room service menus are available in addition to an all day bar menu.</p> <p>The Druids Glen caters for a strong local trade, particularly at lunch time. The hotel is a popular venue for ad hoc meetings which generate a demand for sandwiches, teas and coffees etc.</p> <p>The cuisine is traditional and modern Irish with locally produced seafood, steaks and lamb featuring strongly on the menu. The international client base of Druids Glen come to the Hotel & Country Club for the unique Irish experience and that includes the food.</p> <p>Druids Glen cook all of their own products from scratch except for some desserts which are bought in and a small number of room service menu items which are bought in 'prepared to cook'.</p>
Opportunities for Irish food and drink suppliers	<p>Druids Glen are currently revamping their menus and are open to new ideas for menu options.</p> <p>99% of produce is sourced from Irish producers and Druids Glen encourages its distributors to supply Irish sourced produce.</p> <p>Ease of logistics is a key reason that Druids Glen prefers to source from Irish producers.</p> <p>There is no room for brands in the operation as the Marriott group has its own brand. The only brands visible in a Marriott Group hotel are those that have agreements with the Marriott Group worldwide e.g. Pepsi.</p>

<p>Purchasing policy and supplier requirements</p>	<p>Quality, particularly consistency of quality, and price are key elements of the Druids Glen purchasing policy. Input costs are not reduced at the expense of quality.</p> <p>Supplier requirements are HACCP and very high food safety standards are set by the UK and Ireland Procurement Office of the Marriott Group, who carry out the audits on behalf of Druids Glen.</p> <p>Purchasing is centralised through the purchasing manager. Both the general manager and the head chef also influence purchasing decisions.</p> <p>The Purchasing Manager and General Manger between them agree terms with suppliers. The Purchasing Manager places the orders.</p> <p>All supplies are tendered for on a 6 monthly basis. Some purchasing is pooled with the other 5 Marriott managed hotels in Ireland.</p> <p>Fresh food is delivered to Druids Glen daily. The delivery windows are 9 am to 4 pm Monday to Friday and 9 am to noon on Saturdays and Sundays.</p> <p>The preferred case size and shelf life requirements are subject to individual specifications which are agreed between the Head Chef and the vendor.</p>
<p>Distribution providers</p>	<p>The main distributor suppliers are Musgraves Foodservices, La Rousse Foods, Pallas Foods, Atlantis Sea Food and Gold City Produce for fruit and vegetables.</p>
<p>Advice to new suppliers</p>	<p>Quality is very important to Druids Glen, as they have a discerning international clientele who visit the hotel for the Irish experience. Please research the current menus thoroughly before approaching the purchasing manager with a view to identifying new ideas for Irish food products that are not currently available and that would work well for the hotel.</p> <p>All products, artisan included, should have good, flexible distribution and consistent quality. All food products should be ready for use by the chefs and producers should have an understanding of the cost impact of their proposal on the menu.</p> <p>Prospective suppliers should call the Purchasing Manager to make an appointment, describing what the product is and how it would work for Druids Glen. If of interest, the purchasing manager will arrange for you to make a presentation to himself and the head chef.</p>

Four Seasons Hotel

Address: Simmons Court Road, Dublin 4

Website: www.fourseasons.com Phone: 01 665 4605 email: david.eulford@fourseasons.com

Company Profile	<p>The company operates one hotel in Ireland, the Four Seasons Hotel in Dublin. The value of food purchases for 2008 was €3 million.</p> <p>The hotel's main activities are the provision of accommodation, a fine dining restaurant, food and beverages, meetings, conferences and weddings.</p>
Relevant contacts	<p>Purchasing Manager: David Eulford (01 6654605) email: David.eulford@fourseasons.com</p>
Product mix	<p>There is an extensive banqueting menu used for lunches, conferences and weddings. The restaurant menu is seasonal and is changed four times per year, offering as much seasonal Irish produce as possible. There is also a room service menu which again uses as much Irish produce as possible.</p> <p>In response to demands of North American guests, the only beef on the menus which is non-Irish is a USDA approved prime sirloin. All other meat is Irish.</p> <p>The majority of products are fresh, with very little dry or frozen produce sought.</p>
Opportunities for Irish food and drink suppliers	<p>All food is bought in fresh and as much seasonal produce is used as possible. Quality is an absolute priority for the Four Seasons, so import substitution only occurs if Irish suppliers cannot produce the required quality at the best price. The hotel employs two full time quality controllers to ensure that all fruit and vegetables coming into the hotel are Grade 1 and that all other food products reach the Four Season's internal specifications.</p> <p>The Four Seasons has a track record in setting new trends and standards in the Irish market. The hotel is always receptive to new innovative products.</p>
Purchasing policy and supplier requirements	<p>Quality Irish produce is the main purchasing policy of the hotel. Consistency of quality is of great importance. All beef is certified Irish Angus, and where possible all fresh fish is sourced from Irish waters. Only fish not available off the coast of Ireland is imported.</p> <p>All new suppliers' premises are subject to a Four Season's quality control audit before they can start to supply the hotel and all current suppliers are audited annually.</p> <p>The Four Seasons works very closely with current suppliers and has very good working relationships with them.</p> <p>All purchasing decisions are made by the purchasing manager. The</p>

	<p>purchasing manager consults the hotel’s head chef on certain ingredients. The purchasing manager’s team places the orders.</p> <p>For standard food and drink items, the Four Seasons uses marketboomer.ie (for nominated suppliers). For standard food and drink items, a policy of best price for the required quality is used. Shelf life requirements and case or portion sizes vary by product. There is a minimum of 5 months for ambient products e.g. for the mini bars. The standard order for fresh product is done on a per kilo basis.</p> <p>Delivery times are: Monday – Friday 7am – 11.30am; Saturday 8 – 10.30am and no deliveries on Sundays or bank holidays.</p>
Distribution providers	The Four Seasons prefers to deal directly with producers.
Advice to new suppliers	New suppliers should call the purchasing manager and he will arrange a meeting.
Other information	Credit Terms are either 30 or 60 days from end of month.

Gresham Hotels Group

Address 1: Gresham Hotel, 23 Upper O'Connell Street, Dublin
 Website: www.gresham-hotels.com Tel: 01 874 6881 Email: info@thegresham.com

Address 2: Gresham Metropole, 1MacCurtain Street, Cork
 Website: www.gresham-hotels.com Tel: 021 464 3700 email: info@gresham-metropolehotel.com

Company Profile	<p>The Gresham Hotels Group owns 5 hotels, one in both Dublin and Cork, Ireland and one each in Brussels, London and Hamburg.</p> <p>The current main activity is the provision of accommodation, restaurants and bar menus as well as room service menus, conferences and weddings.</p> <p>Clientele is split 50:50 between leisure and corporate.</p>
Relevant purchasing contacts	<p>The Purchasing Manager for the Dublin hotel is Chris Chandler and for the Cork hotel is Roger Russell. Both are only contactable via the respective hotel landlines above.</p>
Product mix	<p>All meal occasions are catered for with all day bar menus and room service. As both are located in city centres, there is a good local lunch trade.</p> <p>The cuisine is international and all food is cooked from scratch in the hotel's kitchens. This includes all breakfast goods i.e. pastries and breads, and flavoured yoghurts. This is in an effort to provide guests with very high quality, fresh home baked food while at the same time containing costs.</p>
Opportunities for Irish food and drink suppliers	<p>Menus are re-vamped every 6 months by the chefs. The latest menu was rolled out in early 2009.</p> <p>The chefs have their own ideas on new products and ranges for the hotel's menus, but all contact must firstly go through the respective Purchasing Managers.</p> <p>The Gresham Group has a strong preference for sourcing locally, but finds that equally good quality produce is available from Northern Ireland at a more competitive cost.</p> <p>There is little room for brands in the operation as so much of the produce is made in-house, and any products bought in from producers are decanted.</p>
Purchasing policy and supplier requirements	<p>Quality is the main criteria in deciding purchasing policy, followed by competitive pricing.</p> <p>All producers are directly audited regularly by the hotels.</p> <p>Purchasing is centralised through the respective purchasing</p>

	<p>managers.</p> <p>All supplies are subject to regular tenders, which vary by category.</p> <p>The purchasing managers, general managers and head chefs from each respective hotel influence the purchasing decisions.</p> <p>The purchasing managers agree the terms and place the orders.</p> <p>Fresh food is required daily; other categories are required less frequently.</p> <p>The preferred case size and shelf life expectations are set out in the specifications agreed by the respective head chefs.</p>
Distribution providers	The Gresham Hotel Group mostly deals direct with producers.
Advice to new suppliers	Prospective new suppliers should fully research the menus before approaching the purchasing managers, and be aware that a very competitive cost is required in the current climate. Also be conscious of the fact that the Group is moving toward cooking more of their even basic food offerings from scratch.
Other information	Credit terms are 30 or 60 days, and on a monthly direct debit basis for beverages.

Griffin Hotel Group

Address 1: Monart Hotel & Destination Spa, The Still, Enniscorthy, Co. Wexford
 Website: www.monart.ie Phone: 053 92 38999 Email: info@monart.ie

Address 2: Hotel Kilkenny, College Road, Kilkenny
 Website: www.hotelkilkenny.ie Phone: 056 776 2000 Email: info@hotelkilkenny.ie

Address 3: Ferrycarrig Hotel, Wexford
 Website: www.ferrycarrighotel.com Phone: 053 9120999 E mail: info@ferrycarrighotel.com

Company Profile	<p>The Griffin Hotel Group consists of 3 hotels in Ireland: 5 star Monart Hotel & Destination Spa, Wexford 4 star Ferrycarrig Hotel, Wexford 4 star Hotel Kilkenny, Kilkenny</p> <p>All of the hotels provide accommodation, restaurants, bars, room service menus and snacks, spa and leisure facilities.</p> <p>The Ferrycarrig Hotel and Hotel Kilkenny are very popular for weddings. All three hotels host conferences and the Hotel Kilkenny has just opened a refurbished 750 seat conference room.</p> <p>The customer profile is predominantly leisure.</p>
Relevant purchasing contacts	<p>There is a Purchasing Manager at each of the hotels, and they are the initial and main point of contact for suppliers. Each purchasing manager is contactable through the respective hotel's landline.</p>
Product mix	<p>All eating occasions are catered for. Each hotel has a main restaurant and an extensive, all day bar food menu. The Ferrycarrig and Kilkenny hotels also carry an extensive, healthy eating kids menu.</p> <p>The predominant style of cuisine is traditional and modern Irish with a strong emphasis on locally produced and artisan products.</p> <p>The Hotel Kilkenny has a rustic Italian restaurant focussing on Italian regional food.</p> <p>All food is cooked from scratch by the chefs in the hotels' restaurants.</p>
Opportunities for Irish food and drink suppliers	<p>The Griffin Group has a bias towards Irish producers and most fresh food is certified Irish produce. They have extensive knowledge of the Irish food industry and they can source good quality products in Ireland to meet all the hotels' requirements. The Irish option is the default option as long as it is reasonably priced.</p> <p>The main products not sourced through Irish producers are dry goods, (for cost reasons). Though sourced from Irish distributor suppliers, these predominantly originate from a European source.</p>

	<p>There is room for artisan brands on the menus as this adds comfort to the customer's quality perception of the food and adds intrinsic value to the product offering. Any brands must bring a benefit to the customer.</p>
Purchasing policy and supplier requirements	<p>Consistency of quality and the integrity of the producer are at the core of the group's purchasing policy. Pricing must remain competitive at all times.</p> <p>The group audits producers' premises regularly for hygiene and health and safety reasons. HACCP is a minimum requirement.</p> <p>Purchasing is centralised through the purchasing managers at each hotel. Together with the head chefs and cost controllers, they agree the terms with suppliers. The head chefs and purchasing managers influence purchasing decisions and place the orders for each hotel.</p> <p>Current suppliers' pricing is constantly under review. The group recognises that the prices of certain lines e.g. meat, fish and fruit and vegetables, could change, but they must remain price competitive at all times.</p> <p>Goods are delivered to the hotels daily, particularly fresh food. Other products are given set dates for delivery by each hotel.</p> <p>The preferred case size and shelf life expectations and requirements set by each hotel.</p>
Distribution providers	<p>The Griffin Group deals with Pallas Foods, C.J. O'Loughlin, Corrib Foods, Atlantis and Kilmore East for fish and seafood.</p>
Advice to new suppliers	<p>Any potential suppliers to the Griffin Group should be aware that the quality of the product must always be consistent, and pricing must be competitive at all times. The first point of contact is the purchasing manager of each hotel. Arrangements can then be made to send samples of product into the head chefs to allow them to trial the produce in their kitchens. All producers should be aware of the going market price for each product and pitch accordingly.</p>
Other information	<p>Credit terms are 30 or 60 days depending on the suppliers.</p>

Hilton Hotel Corporation

Address: Hilton Hotels, Maple Court Central Park, Reeds Crescent Watford, WD24 4QQ, UK
 website: www.hilton.com/Ireland Phone: +44 207 586 8000 e mail: n/a

Company Profile	<p>Hilton Hotels Corporation owns, manages or franchises a hotel portfolio of some of the world's best known and highly regarded brands.</p> <p>Hilton Hotels Corporation portfolio of hotels in Ireland includes:</p> <ul style="list-style-type: none"> • The Conrad Dublin • The Hilton Dublin Airport Hotel • Hilton Dublin Kilmainham • Hilton Dublin (Charlemont Place Dublin 2) • Mount Juliet Conrad, Kilkenny <p>The common activities of the hotels include the provision of accommodation, restaurants, lobby lounges, bars and room service. In addition to venues for weddings, conferences, meetings and functions.</p> <p>The customer profiles vary by hotel, depending on location.</p>
Relevant contacts	<p>Potential suppliers should contact the Hilton International Operations Centre on +44 (0) 207 586 8000 and ask for the relevant Trading Category Managers e.g. beverages, chilled goods, frozen products, dry goods, catering supplies etc.</p>
Product mix	<p>The product mix is all menu offerings, room service, bars, conferences, weddings, meetings and functions.</p> <p>The types of cuisine vary by hotel but in general are traditional and modern Irish. Hotels always source locally where possible and Irish meats feature highly on all of the menus.</p> <p>One example of the type of cuisine served in Hilton Hotels in Ireland is the Conrad Dublin. The Conrad provides contemporary seasonal menus in the Alex Restaurant which specializes in seafood, as well as gourmet coffee and afternoon tea in the Lobby Lounge. Alfie Byrne's is a classic Dublin pub serving lunch and beverages. The hotel also provides 24-hour room service.</p> <p>Products sourced for the hotels are predominantly fresh but varies from hotel to hotel. The majority of the food offering is cooked from scratch in the hotel kitchens. Only certain breakfast goods are sourced prepared to cook (par baked).</p>
Opportunities for Irish food and drink suppliers	<p>Key areas for growth in food & beverages are getting back to the importance of the source and roots of the product offering. The Hilton Corporation is expanding its sourcing of local produce in an</p>

	<p>effort to support local economies. There are therefore opportunities for Irish suppliers in traditional locally produced foods, particularly in the meat and poultry range and local cheeses.</p> <p>Most produce is already sourced from Ireland, and the Hilton Corporation has a strong preference to continue to source as much local produce as possible.</p> <p>There is room for brands in Hilton hotels across all product categories. The Hilton Corporation does not see a growth in 'heat and serve' products.</p> <p>The hotel sees greater growth in chilled than in frozen foods. They use very little frozen produce but have both chilled and frozen storage facilities.</p>
<p>Purchasing policy and supplier requirements</p>	<p>The purchasing policy of the Hilton Corporation is a balance between price, quality and service and customer expectations. There is also a growing emphasis on the active sustainability policy, equal opportunities policies and social responsibility policies of suppliers.</p> <p>The minimum QA requirements are HACCP and BRC if possible. The Hilton Corporation carries out direct health and safety audits of producers' premises through the central purchasing department of the Hilton Corporation in the UK.</p> <p>The Hilton Corporation worldwide uses a central e-procurement system containing the approved list of suppliers and agreed terms, conditions and pricing. Suppliers to the Hilton Corporation need to be aware of the details in the e-procurement policy and operate within it. The Hotels place orders themselves through the relevant purchasing managers in keeping with the terms of the Hilton Corporation's procurement policy.</p> <p>Purchasing is centralised through the Hilton International Operations Centre. The preferred case size and shelf life expectations are set according to specifications in the e-procurement system.</p>
<p>Distribution providers</p>	<p>Distributors to the Hilton Corporation Hotels in Ireland are O'Kanes, BD Foods, Crossgar Poultry, Cuisine De France, Pallas Foods and La Rousse Foods. The hotels also deal with a number of producers directly.</p>
<p>Advice to new suppliers</p>	<p>Potential suppliers should contact the trading category managers as above and provide details of their product range, detail with whom they're currently trading with i.e. current customers, and indicate pricing in euro for the volumes they are likely to supply to the Hilton hotels.</p>

Marriott Hotel Ashbourne

Address: The Rath, Ashbourne, County Meath, Ireland

Website: www.marriott.com

Phone: 01 835 0800

Company Profile	<p>The Ashbourne Marriott Hotel is privately owned. It is managed by the Interstate Hotels and Resorts under a Marriott franchise.</p> <p>The main activities are the provision of accommodation, a restaurant, bar food, room service, banquets, meetings, conferences and weddings.</p> <p>The customer profile is 75% leisure and 25% business.</p>
Relevant purchasing contacts	<p>Finance director: Niek Gorter Phone: 01 8350800 (Telephone is the preferred method of communication)</p>
Product mix	<p>All meal occasions are catered for. The cuisine is modern Irish with an Asian, particularly Thai, influence.</p> <p>Most of the food is cooked from scratch in the hotel kitchen.</p>
Opportunities for Irish food and drink suppliers	<p>The hotel is working to grow revenues across all areas of the hotel's business in the long term.</p> <p>The hotel's head chef works with current suppliers to develop the products and ranges on the hotel's menus.</p> <p>The hotel sources the majority of its food requirements from Irish producers and distributors and always seeks competitive pricing and innovative new ideas.</p> <p>As the hotel is managed by Interstate and franchised under Marriott International, there is no room for brands apart from those that have a deal with the Marriott Group.</p>
Purchasing policy and supplier requirements	<p>Price and quality are the cornerstones of the hotel's purchasing policy.</p> <p>All suppliers must be certified with a minimum of HACCP.</p> <p>Purchasing is centralised through the chef, though the terms must be pre-agreed with the finance director. The chef places the orders from a list of approved suppliers according to these terms.</p> <p>There are tender dates for suppliers, mostly annually.</p> <p>The head chef is the main influencer of food purchasing decisions once agreements are in place with the finance director.</p>
Distribution providers	<p>The distributor suppliers are BWG for dry goods, Pallas Foods and Hicks for meat, Golden Farm for chicken and Tallon Ready Chef for</p>

	vegetables.
Advice to new suppliers	Potential suppliers should call the finance director on the landline number and arrange a meeting to which they should bring along samples. New suppliers should be aware that very competitive pricing is required.

Mc Eniff Hotels

Address: Holyrood Hotel, Blue River Leisure Centre & Escape Spa, Bundoran, Co. Donegal
 Website: www.bmceniffhotels.com Phone: 071 9841232 email: info@holyroodhotel.com

Company Profile	<p>The hotel group consists of six hotels in Ireland. Two hotels in Bundoran, Co. Donegal, two hotels in county Sligo, and one hotel in both Dublin and Westport.</p> <p>The hotels are owned by Brian McEniff and are managed individually by family members.</p> <p>This profile focuses on the two hotels in Bundoran, Co. Donegal – The Great Northern Hotel and the Holyrood Hotel. The other hotels are independently managed and make their own purchasing arrangements. This profile gives an insight into the group.</p> <p>In the summer the hotels focus on the family holiday market. Through the rest of the year, the focus switches to leisure weekends and catering for the over 55 year old market.</p> <p>The Great Northern focuses on conferences, weddings, and golf tourism.</p>
Relevant purchasing contacts	<p>General Manager: Audrey McEniff E mail: info@holyroodhotel.com Phone: 071 9841232</p>
Product mix	<p>A buffet breakfast is available in the two Bundoran hotels. The lunchtime and evening meal menus in the hotels are broadly similar and the cuisine is described as traditional hotel food i.e. a combination of modern Irish and international dishes.</p> <p>The Great Northern Hotel has a grill bar in addition to a restaurant. The Holyrood Hotel has a carvery service in the hotel in addition to a restaurant.</p> <p>All food is cooked from scratch with the exception of vegetables which are sourced in a ‘ready to cook’ format. Desserts are bought in from local suppliers (e.g. cheesecake). However, “winter” desserts, such as sherry trifle, are made in house.</p>
Opportunities for Irish food and drink suppliers	<p>The cuisine currently on offer is well liked by the hotels’ clientele and as a result the menus do not often change.</p> <p>With the exception of items such as tinned fruit, all food inputs are Irish and are sourced as locally as possible.</p> <p>The strong emphasis on sourcing food locally presents opportunities for producers and suppliers of food ingredients who are situated in the vicinity of the hotels.</p> <p>The use of frozen ingredients is very limited with fresh ingredients</p>

	used where possible.
Purchasing policy and supplier requirements	<p>All the hotels in the McEniff group source their inputs locally. In fact, so strong is the commitment to local purchasing, it is preferred to central purchasing for the group. Thus each hotel sources its own supplies from its local suppliers. However, both the Bundoran hotels would purchase from the same suppliers because they are located in the same locality.</p> <p>Local products, quality, price, and logistics are the items taken into consideration when arriving at a purchasing decision.</p> <p>Suppliers are visited by the hotels’ management. The supply base is reviewed every spring.</p> <p>The purchasing decisions are made by the general manager who consults with the chef and hotel manager. Orders are placed by the kitchen via phone and deliveries are received before 4 p.m. up to six days per week.</p>
Distribution providers	All inputs are sourced locally from producers and suppliers who deliver directly. The hotels do not purchase from wholesalers or distributors.
Advice to new suppliers	Suppliers should have a logistics solution and should think through how their proposition will add value to the hotels’ current offering. Initial contact via e-mail to general manager is the preferred approach.

Moran & Bewleys Hotels

Address: Red Cow Complex, Naas Rd, Dublin 22

Website: www.moranhotels.com Phone: 01 459 3650 email: info@moranhotels.com

Company Profile	<p>The Moran and Bewley hotel group has 6 hotels in Ireland and four in the U.K. In Dublin there are four Bewleys hotels and one Moran hotel. The remaining Irish based Moran hotel is in Cork. The group is 12 years old.</p> <p>All the hotels have restaurants and food service in their bars that cater for the needs of hotel guests and passing trade.</p> <p>Bewleys hotels are targeted at the three star market whereas the Moran hotels are targeted at the 4 star market with a particular focus on conference and banqueting.</p>
Relevant contacts	<p>Purchasing Manager: John Coleman E mail: johncoleman@bewleyshotels.com Phone: (01) 8711200</p>
Product mix	<p>All six Irish hotels offer a buffet breakfast.</p> <p>After breakfast the four Irish Bewleys hotels offer a carvery lunch and an a la carte evening menu. The cuisine is traditional Irish. The menus are similar in the Bewleys hotels with the exception of the Ballsbridge hotel which provides a more international choice of dishes.</p> <p>The Moran Red Cow complex in Dublin offers a carvery lunch in addition to an a la carte lunch menu. Both Moran hotels provide a four star a la carte dinner menu. The cuisine on offer in both hotels is traditional Irish.</p>
Opportunities for Irish food and drink suppliers	<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 often opting increasingly 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>The head chef in Bewley's Ballsbridge sets the menu for the four Bewley's hotels seasonally. The head chefs in each of the two Moran hotels set their own restaurant menus individually. All produce is sourced locally. Apart from tinned fruit and rice, the opportunities for import substitution are not apparent.</p>

<p>Purchasing policy and supplier requirements</p>	<p>The group has a preference to source 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 purchasing manager for a facility tour.</p> <p>Purchasing for the six hotels is centralised through the purchasing manager. Tender dates and contract durations are not fixed. The purchasing manager consults with the head chef and the financial controller when making a purchasing decision.</p> <p>Terms are agreed with the purchasing manager and orders are placed by the chefs in each of the 6 hotels.</p>
<p>Distribution providers</p>	<p>Distribution providers include Pallas Foods, Musgrave Foodservices (for ambient and frozen) and Corrib Foods.</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>
<p>Advice to new suppliers</p>	<p>Make contact with the Purchasing Manager via e mail and follow up with a phone call. Have thought through a method of distribution in advance of making contact.</p>

O'Callaghan Group

Address: Hospitality House, 16 – 20 South Cumberland Street, Dublin 2.

Website: www.ocallaghanhotels.com Phone: 01 6073890 email info@ocallaghanhotels.com

Company Profile	<p>The O'Callaghan group has 4 hotels in Ireland, all of which are in Dublin. The group also has one hotel in Gibraltar and one hotel in the United States. The Dublin hotels are the O'Callaghan Alexander, the O'Callaghan Mont Clare, the O'Callaghan Davenport, and the O'Callaghan St. Stephen's Green.</p> <p>The hotel attracts both business and leisure customers, catering for their accommodation and dining needs. In particular, the hotels target the corporate sector. Conferences are a significant part of the business mix and weddings are a growth area.</p> <p>A full restaurant menu is available at each of the four hotels.</p>
Relevant purchasing contacts	<p>Purchasing Manager : Gary Courtney E mail: gary.courtney@ocallaghanhotels.com Phone: 01 60738900</p>
Product mix	<p>A buffet style breakfast is uniform across the four hotels. Lunch and dinner menus are specific to each of the hotels.</p> <p>The cuisine in the four hotels offers a wide variety of Irish and international dishes to cater for the needs of the international business traveller. All dishes are cooked from scratch with only some vegetable ingredients purchased 'ready to cook'. Seventy five percent of desserts are made on site.</p>
Opportunities for Irish food and drink suppliers	<p>Recent menu changes and the introduction of a breakfast special have significantly increased the number of covers.</p> <p>All the beef sourced is Irish and the majority of the ingredients purchased are Irish. There is currently a focus on buying more Irish chicken.</p>
Purchasing policy and supplier requirements	<p>The purchasing policy is to source quality products at the best price. Purchasing Systems Limited, a UK based company with offices in Dublin, procures the group's food and beverage requirements through a tendering process. Purchasing Systems Limited is manned by a team of chefs who understand the food industry.</p> <p>The purchasing manager briefs Purchasing Systems Limited on the quality and quantity of products required. On a weekly basis, PSL identify the most competitive suppliers to supply the hotel group's food requirements. An updated supplier list is recommended by PSL to the purchasing manager who reviews the list and then issues it to the hotel chefs every week. The chefs order from the suppliers on the list. The suppliers deliver directly to the hotels.</p> <p>The suppliers of meat, fish, and vegetables are reviewed weekly. The</p>

	<p>supplier of dairy products is fixed for 6 months.</p> <p>Purchasing is centralised through Purchasing Systems Limited. The opinions of the chefs and Purchasing Systems Limited are taken into account by the purchasing manager when deciding which suppliers to deal with.</p> <p>Orders are keyed into a centralised ordering system by the chefs in each hotel and the order is e mailed to the suppliers. Deliveries are received in the morning between 7 am and 9 am up to 6 days per week.</p>
Distribution providers	<p>Dry goods are supplied by La Rousse and BWG. Gleneely Foods supply cheese. Dairyland supply dairy produce.</p> <p>Fruit and vegetables are currently supplied by William Tallon & Sons and Keelings. Otherwise suppliers deliver direct to the hotels.</p>
Advice to new suppliers	<p>Please make contact with the Purchasing Manager via e mail. Once contact is made, samples should be submitted for review by the purchasing manager and the chefs. Suppliers should be aware that if there is interest in a product, the price will be negotiated with Purchasing Systems Limited.</p>

Purchasing Systems Limited

Address: 1st Floor, Walton House, 11-13 Parade, Royal Leamington Spa,
Warwickshire, CV32 4DG, England

Website: www.psl.co.uk/psl-ireland Phone: +44 1926 315111 email: info@psl-uk.co.uk

Company Profile

Purchasing Systems Limited (PSL) are food procurement and margin improvement management experts, specialising in the foodservice market.

PSL provides a food purchasing offer to operators in the foodservice sector working with operators to source supplies from an aggregated supply base i.e. by pooling a number of operators together, PSL is able to negotiate better terms and pricing with suppliers that the operator wants to source from.

In addition, foodservice operators will approach PSL to source any of the food products they need, and it is then up to PSL to source the products from relevant suppliers and negotiate the terms on the operators behalf.

On behalf of foodservice operator clients, PSL offers operational support from the “back door to the till” which entails auditing products to ensure that they have the correct specifications, reviewing quality standards, terms and conditions as originally agreed, the design and costing of menus, and marketing food products to the foodservice operator’s customers.

PSL does consultancy work for a number of international companies, but their client base is predominantly in England and the island of Ireland.

The sectors of the foodservice market in Ireland serviced by PSL are predominantly individual hotels and hotel groups and restaurants.

Clients of PSL Ireland include the Merrion Hotel, Dublin; the Four Seasons Hotel, Dublin; Kellys Hotel, Rosslare; O’Callaghan Hotels, Dublin and Jurys Inns, Dublin.

In the UK in addition to these sectors, PSL works with restaurant chains, schools and colleges, hospitals, leisure and theme parks and contract caterers.

All clients of PSL generate a high volume of food sales.

Relevant purchasing contacts

Purchasing Manager for Ireland: Richard Judge
E mail: richardjudge@psl-ireland.com
Phone: 087 292 2757

Potential suppliers should contact Richard initially who will put suppliers in contact with the relevant buyer e.g. dairy, frozen, chilled,

	dry goods, fruit and vegetables etc.
Product mix	<p>PSL sources all product categories of food for all eating occasions.</p> <p>Food products are sourced for all types of cuisine from traditional and modern Irish to Thai, Chinese and Italian.</p> <p>Requests of PSL clients are predominantly for fresh produce which is then prepared in the hotel kitchens, but there is increasing demand for ready made products for 24 hour room service.</p>
Opportunities for Irish food and drink suppliers	<p>Key areas for growth are driven by client needs as PSL sources from them. In order to supply PSL’s clients, potential new producers need to build an understanding of their business and approach PSL with food products that would meet the needs of their client base i.e. for Ireland, products for the menus of 3, 4 and 5 star hotels.</p> <p>Products do not necessarily have to be produced in large volume, but this is dependent on the type of product. For artisan, specialist products, small quantities are often requested by one or two of PSL’s clients. For other, more commoditised products, there may be potential interest from several of PSL’s clients, so they need to be offered in larger volume and at an appropriate price. Suppliers need to be driven by the type of product they have to offer.</p> <p>PSL will go back to manufacturers they already deal with if there is a significant piece of business they should be doing e.g. Irish jam and butter.</p> <p>PSL already works with a number of local suppliers and with Irish distributors and their preference to source local produce is largely driven by their clients’ needs.</p> <p>There is room for brands in the operation driven by clients’ requirements.</p>
Purchasing policy and supplier requirements	<p>For PSL’s purchasing policy, high volume is not necessarily a key requirement, however, the higher the volume the greater the opportunity for PSL to reduce the price for their clients. Product quality and consistency, service and price are also key criteria.</p> <p>For supplier requirements, HACCP is a basic minimum. Both PSL and their clients carry out on site audits of producers’ premises to satisfy themselves that QA requirements are being met.</p> <p>Purchasing is centralised through the buying department in England.</p> <p>PSL are often requested to work on tenders for customers.</p>

Distribution providers	<p>Examples of Irish distributors used by PSL are La Rousse and BWG.</p> <p>PSL also has dealings with producers directly. If a client of PSL request very specific manufacturers then PSL puts the manufacturer in touch with one of their distributors to supply the client of PSL.</p>
Advice to new suppliers	<p>Potential suppliers should contact Richard Judge initially with details of company structure, turnover, products and categories. This may be followed with a meeting with PSL to see if the products meet the requirements and to enable PSL to marry up the product range from seller to buyer.</p>

Quality/Maldron Hotels

Address 9 Leopardstown Office Park, Burton Hall Avenue , Sandyford, Dublin 18
 Website: www.maldronhotels.com Phone: 01 206 9400 Email : info@maldronhotels.com

Company Profile	<p>Maldron Hotels, one of Ireland’s largest hotel groups, was launched on 1st September 2008, comprising 16 hotels in key locations throughout Ireland, in Cork, Dublin, Galway, Limerick, Wexford, Sligo and Laois. Facilities at many of the hotels include leisure clubs, spacious guest rooms, free internet access and modern cuisine. Hotels include;</p> <p>4* Maldron Hotel Cardiff Lane, Dublin 2 Maldron Hotel Parnell Square, Dublin 1 Maldron Hotel Smithfield, Dublin 7 Maldron Hotel Citywest, Dublin 22 Maldron Hotel Tallaght, Dublin 24 Maldron Hotel Cork Maldron Hotel Galway Maldron Hotel Limerick Maldron Hotel Portlaoise Maldron Hotel Wexford</p> <p><u>Partner Hotels</u> Belvedere Hotel Parnell Square, Dublin 1 Quality Hotel Youghal 4* Clayton Hotel Galway 4* Diamond Coast Hotel Enniscrone 4* Whites of Wexford 5* Heritage Golf & Spa Resort Killenard</p>
Relevant contacts	<p>Purchasing Manager : Tony McGuigan E mail: info@maldronhotels.com Phone: 01 206 9400</p>
Product mix	<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>

<p>Opportunities for Irish food and drink suppliers</p>	<p>The key areas for growth are increased in-house sales and attracting local customers to come and eat in the hotels.</p> <p>The group has seen a big swing towards recognised more traditional Irish dishes or “comfort food”, a typical trend during a recession.</p> <p>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 groups offering that are not produced in Ireland are breakfast bacon and some poultry products. This is a pricing issue.</p> <p>The group already works with certain brands and there is room for growth in this area.</p> <p>Up until last year there was an increase in the trend towards 'heat and serve'. However, 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 more important. This development has increased focus on quality and therefore the growth in “heat and serve” has levelled off.</p> <p>Likewise, there is now more of a swing towards fresh chilled produce from frozen produce.</p>
<p>Purchasing policy and supplier requirements</p>	<p>The group has a preference to source local produce and all red meat is 100% Irish.</p> <p>Quality and service levels are the most important purchasing policy variables, and price increasingly so, certainly in the last year. 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 than there would have been a year or two ago.</p> <p>The group uses 3rd party audits and references for health & safety and hygiene purposes. The purchasing team also carry out direct audits of premises.</p> <p>Purchasing is centralised through the purchasing manager, who sets the terms. The hotels themselves place the orders with approved producers. Working on feedback from the hotels, some hotels use local producers. All supplies are tendered for on an annual basis.</p> <p>Deliveries are made direct to the hotels. Fresh food is delivered on a daily basis and dry and frozen goods, 3 times per week.</p> <p>The case size and shelf life expectations are detailed in the</p>

	specifications for each tender.
Distribution providers	The group deals directly with producers for most products with the exception of dry goods, which is currently being distributed by BWG. This contract is currently being tendered to Musgrave's and O'Kane Food service, with national distribution being a key consideration.
Advice to new suppliers	New suppliers should contact the Purchasing Manager on the landline number above.
Other information	Credit terms are 30 days end of month.

Rezidor Hotel Group

Address: Radisson Blu Hotel, Ennis Road, Limerick

Website: www.rezidor.com Phone: 061 326666 email: niall.kelly@rezidor.com

Company Profile	<p>The Rezidor Hotel Group is an international hotel chain that operates 13 luxury Radisson hotels in Ireland. Three hotels are situated in Dublin, two in Cork and one each of the following locations – Cavan, Galway, Athlone, Sligo, Belfast, Limavaddy, Limerick and Donegal. Rezidor also operates Park Inn Hotels of which there are currently two, one at Shannon Airport and the other in Belfast.</p> <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 locals to enjoy the food on offer at each hotel.</p>
Relevant contacts	<p>Purchasing Manger: Niall Kelly E mail: niall.kelly@rezidor.com Proposals to supply should be made at www.rezpin.com</p>
Product mix	<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 themed restaurants. For example there is a French themed restaurant at the Radisson Blu Golden Lane, 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>All food is cooked to order with some vegetables bought ‘prepared to cook’.</p>
Opportunities for Irish food and drink suppliers	<p>The addition of a value offering to the current menu is an opportunity for growth that is being explored.</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 buying manager goes to great lengths to ensure that the actual origin of food ingredients is Irish.</p>
Purchasing policy and supplier requirements	<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 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 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 orders are placed by each hotel using a variety of methods. However, in January 2010 an email based ordering system via rezpin will be in place. Suppliers will then receive an individual e mail order for each of the hotels.</p>
Distribution providers	<p>Musgrave Foodservices distribute dry and frozen produce. Pallas Foods distribute dry, chilled and frozen goods, meat, and some alcohol. BWG supply dry goods. BD Foods, Corrib Foods and Capitol Foods also provide distribution.</p> <p>Much of the meat comes from AIBP and is distributed by local distributors. There are over 8 suppliers of seafood, demonstrating the emphasis on buying locally.</p> <p>Many suppliers provide their own distribution.</p>
Advice to new suppliers	<p>All proposals to supply should be via the company's e-procurement system at www.rezpin.com. This system automatically sends an e mail alert to the Purchasing Manager who will contact the supplier with a response.</p>

Shelbourne Hotel

Address: 27 St Stephen's Green, Dublin 2, Ireland

Website: www.theshelbourne.ie Phone: 01 6634500 e mail: rhi.dubbr.dts@renaissancehotels.com

Company Profile	<p>The newly refurbished Shelbourne Hotel is privately owned. It is both franchised and managed by the Marriott Group as part of their Renaissance Hotels portfolio.</p> <p>The Shelbourne provides accommodation and caters for weddings, hotels and conferences as well fine dining in the Saddle Room restaurant. There are 3 bars and lounges: a bar lounge with an extensive lunch and dinner menu and a lounge catering for light breakfasts and afternoon teas. There are extensive, varied room service menus.</p> <p>The customer profile is a mix of leisure and corporate guest, and the hotel's restaurant and bar lounge attracts a strong local trade, particularly at lunch time.</p>
Relevant purchasing contacts	<p>Purchasing Manager: Clifford Dolan Phone: 01 6634500 E mail: rhi.dubbr.dts@renaissancehotels.com</p>
Product mix	<p>The Saddle Room Restaurant features international cuisine and is open for breakfast, lunch and dinner. It offers a full Irish breakfast buffet and an a la carte menu for later in the day. Other features of the offering are fresh baked breads, delicacies, and a modern steak and seafood restaurant which uses fresh local produce. Also featured is an open show kitchen and oyster bar.</p> <p>The No. 27 Bar and Lounge is open for lunch and dinner and offers an extensive bar menu.</p> <p>The Lounge is open for light breakfasts and afternoon teas.</p> <p>The room service menus cater for private fine dining dinners in the rooms and suites of the hotel.</p> <p>All food is cooked from scratch in the hotel's kitchens.</p>
Opportunities for Irish food and drink suppliers	<p>All food is sourced from Irish suppliers and the product offering is now consolidated. The chefs are familiar with the Irish supply base and are familiar with many of Ireland's fine artisan producers. They would be pleasantly surprised if they discovered a producer or product of which they are not already aware.</p> <p>Due to the fact that chefs have gone to great lengths to ensure local produce is sourced where possible, opportunities for import substitutions do not exist.</p> <p>The Shelbourne only promotes their own brand unless they are</p>

	<p>running a special promotion e.g. Taste of Ireland, in which case the names of local and artisan producers can be known.</p>
Purchasing policy and supplier requirements	<p>The purchasing policy of the hotel is a combination of price, quality and service for any new range of products.</p> <p>The Marriott procurement office in the UK carries out external accreditations and supplier audits. HACCP is a minimum.</p> <p>Purchasing is centralised through the purchasing manager who works closely with the chefs.</p> <p>The purchasing manager proposes suppliers for tenders to the Marriott regional office. Vetted supplier approvals go through the Marriott head office central procurement department in the UK.</p> <p>All supplies are tendered for on an annual basis.</p> <p>Depending on the product category, either the purchasing manager or the Marriott central procurement department agree the terms. Orders are placed by the head chef and the purchasing manager.</p> <p>The hotel receives daily deliveries. Less frequent deliveries are usually agreed with small producers. Adherence to agreed delivery times is important.</p> <p>The preferred case size and shelf life requirements are set out in the specification for each product category, and these are closely monitored by hotel personnel.</p>
Distribution providers	<p>The main distributor suppliers are Musgraves Foodservice, Pallas Foods and La Rousse Foods. The hotel's use of distributors is increasing. The hotel also deals directly with small, independent local suppliers.</p>
Advice to new suppliers	<p>Potential new suppliers should be aware that the chefs have good market knowledge.</p> <p>Any new artisan producers should first contact the purchasing manager and seek agreement to supply the hotel with samples for the chefs to use.</p> <p>Be prepared to be flexible with delivery times and to have produce available if required at short notice.</p>
Other information	<p>Credit terms are agreed with suppliers individually and are typically 45 days guaranteed payment dates at a set time of the month.</p>

Starwood Hotels

Address: Central Purchasing Office, c/o Sheraton Skyline, Bath Road, Hayes, Middlesex UB3 5BP, UK.

Website: www.starwoodhotels.com Phone: 0044 2085643351
email: martin.dalziel@starwoodhotels.com

Company Profile	<p>Starwood is one of the largest hotel and leisure companies in the world and the chain has 3 hotels in Ireland. The hotels are the Westin in Dublin's city centre, the Sheraton on Fota island in Cork, and the Sheraton Athlone in county Westmeath.</p> <p>All three hotels are luxury and upscale full-service hotels.</p> <p>Both the Sheraton Athlone and the Sheraton on Fota are franchised out and purchase their supplies independently. The Westin hotel is managed by Starwood Hotels and purchasing of supplies is centralised through the London office.</p> <p>The Westin hotel in Dublin is popular with both business and tourism travellers. The Sheraton on Fota targets the leisure segment of the market and its facilities include spas and a golf course. Both hotels have conference and banqueting facilities.</p>
Relevant purchasing contacts	<p>Purchasing Manager: Martin Dalziel Email: martin.dalziel@starwoodhotels.com Phone: 0044 2085643351</p> <p>The chefs in individual hotels are the point of contact for potential suppliers.</p>
Product mix	<p>Apart from breakfast, the menus on offer are specific to each of the two hotels.</p> <p>The Sheraton on Fota has an all day restaurant in addition to a fine dining restaurant. The cuisine on offer is predominantly modern Irish. A bar food menu is also available.</p> <p>The Westin hotel has bar and lounge food menus in addition to a restaurant serving both local and international cuisine. 24 hour room service with a full food menu is also available. There is a greater choice of international dishes on the menus due to the cosmopolitan client base of the hotel.</p> <p>All food is cooked from scratch. For banquet catering, some vegetables are bought in 'ready to cook'.</p>
Opportunities for Irish food and drink suppliers	<p>Although the hotels are managed by an international group with a purchasing office in the UK, all food and beverage supplies are sourced locally.</p> <p>The menus for both hotels are set quarterly and the banqueting menus are reviewed biannually.</p>

	<p>Although no specific opportunities for new business were identified, quarterly menu reviews combined with a policy of buying local present opportunities for producers of quality and innovative products.</p>
Purchasing policy and supplier requirements	<p>The company is focussed on procuring local produce of a high quality via a consolidated supply base.</p> <p>Suppliers who can provide a range of high quality products with a high service level and at an affordable price are sought. The ability to deliver produce of consistent quality is most important.</p> <p>Purchasing is centralised through the purchasing manager who takes the advice of the chefs on the quality of produce.</p> <p>Contracts with suppliers to supply food and beverages are usually of one year's duration. To participate in the tendering of these food and beverage contracts, a supplier should make contact three months in advance of contract end. Contracts end at various dates, however contracts for the Sheraton on Fota are due for renewal in March to April. As part of the tendering process the purchasing manager defines the product specifications and origin and gives an indication of volume. After reviewing pricing either the purchasing manager or head chef will visit the supplier's premises.</p> <p>Quality is paramount. Sole supply of fresh ingredients is preferred because this results in fresher product. e.g. each hotel has only one fruit and vegetable supplier.</p> <p>Orders are sent to suppliers from the ordering system via fax or e mail with a purchase order number.</p>
Distribution providers	<p>La Rousse Foods supply cheeses, dried goods, general provisions and Continental specialities amongst other items to the hotels.</p> <p>The products delivered by BWG include dried goods, canned foods, and cereals.</p> <p>Apart from the above two distributors, most supplies are delivered directly by producers and suppliers. Each hotel has their own suppliers of fresh meat, vegetables, and fish.</p>
Advice to new suppliers	<p>Please make an appointment to show your product to the head chef in each hotel. Give an indication of the delivered cost to the chefs. If the chefs are interested, they will ask the purchasing manager to list the product. The Purchasing Manager has expressed a preference to purchase new products via one of his two existing distribution providers.</p>

WORKPLACE AND EVENT CATERING

ARAMARK/ Campbell Catering Address: Head office, Northern Cross, Malahide Road, Dublin 17 Website: www.aramark.ie Phone: 01 8160700 email: sales@aramark.ie	
Company Profile	<p>ARAMARK/Campbell Catering is a leader in workplace professional services, providing food services and facilities management to the healthcare, education, business, 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>Headquartered in Dublin with regional offices in Limerick, Cork and Belfast ARAMARK/Campbell Catering, as of 2008, has over 4,100 employees feeding a quarter of a million people daily in over 400 locations throughout Ireland. Turnover in 2008 was €180 million.</p> <p>Campbell Catering was founded by Patrick and Veronica Campbell in 1967. In 2000 Campbell Catering entered into a joint venture with ARAMARK and in 2005 ARAMARK acquired a majority shareholding in Campbell Catering.</p> <p>Additional services provided include facilities management, conference and events catering. In the last two years facilities management has been focussed on as an independent line of business.</p> <p>All types of consumers are catered for in the many locations throughout the market place.</p>
Relevant purchasing contacts	<p>Purchasing Manger: David McLelland E mail: mclelland-david@aramark.ie Phone: 01 8160700</p>
Product mix	<p>Campbell Catering 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. 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>
Opportunities for Irish food and drink suppliers	<p>All beef and lamb used is of Irish origin. Most pork used is Irish. Clients choose between Irish and imported chicken, price usually being the main consideration.</p>

	<p>The company is moving to 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>Not all dairy produce bought is Irish. The company is currently working to source local suppliers of all its dairy requirements and this presents an opportunity for Irish suppliers.</p> <p>The company has identified an opportunity for Irish suppliers to supply own branded or unbranded product, particularly in dry goods. The majority of unbranded options available at the moment are imported. The company prefers to buy unbranded product because it is more cost effective. It is common practice for manufacturers in the UK to provide an unbranded option for foodservice. Irish manufacturers are not providing unbranded produce to the same extent and are therefore penalising themselves. The opportunity in general is for Irish producers to supply unbranded product or product under another brand.</p> <p>Brands do not generally make it through onto the menu.</p>
<p>Purchasing policy and supplier requirements</p>	<p>Campbell Catering buys Irish where possible. The default is to buy Irish, even if this incurs a slight additional cost. If a product is not made in Ireland, it could be sourced from anywhere. The focus has moved from product ‘handled’ in Ireland to product manufactured in Ireland.</p> <p>Despite the fact that the company is part of a multinational group, 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 Campbell Catering. There is no charge for audits, with the exception of repeat audits after a failure.</p> <p>Purchasing is centralised through the Purchasing Manager. Continuous tendering of business is not the default. Contracts may go to tender after a year or after 5 years. If the company is unhappy with a supplier, that business will be promptly tendered.</p> <p>The Purchasing Manager takes the input of a 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 who have a veto over what is purchased.</p> <p>Each site currently orders individually by phone, fax, or e mail. With</p>

	the exception of high volume suppliers, distribution through a distributor is preferred. Both chilled and frozen storage facilities are available on each site.
Distribution providers	<p>The two preferred distributors are Pallas Foods and O’Kanes who both supply Campbell Catering with ambient, chilled and frozen foods. In particular, Pallas Foods supply cheeses, fish, meat, short shelf life and speciality foods. O’Kanes mostly supply medium to long shelf life products, bulk dry goods, and frozen foods.</p> <p>Fruit and vegetables are sourced from Keelings and Curly’s. There is direct supply of some items such as bread and milk.</p>
Advice to new suppliers	Put a proposal together on why a product will work and what it will add. Think through distribution and be prepared to work through a distributor. Send a proposal to the purchasing manager via e mail.

Compass Group PLC

Address: Compass Group UK & Ireland, Rivermead, Oxford Road, Denham, Uxbridge, UB9 4BF
Website: www.compass-group.co.uk Phone: +44 1895 554554 email: info@compass-group.co.uk

Compass Catering Ireland

Address: Compass 3rd Floor, 43a Yeats Way, Parkwest Business Park, Dublin 12
Phone: (01) 629 6100 email: purchasing.ireland@compass-group.co.uk

Company Profile

The Compass Group PLC is the largest foodservice organisation in the UK and Ireland, providing high quality catering and support services at 7,000 locations and serves nearly three million meals a day. Compass caters for many of Ireland's and the UK's leading companies, often investing in attractive, branded food courts and café bars to increase custom while maximising the flexibility of the food offer.

Services like staff restaurants, hospital patient meals, coffee shops, food courts, corporate hospitality and executive dining are some of the many which the company provides to clients ranging from company head offices to hospitals. The UK & Ireland operating subsidiary companies of Compass Group are specialists in their markets and range from large, national caterers operating multi-site businesses, to regional operators working in partnership with local companies.

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 based in Dublin, Galway, Midlands, Cork and Waterford.
- Annual turnover €110million

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

- 24% Banking, finance and legal companies
- 18% Public service e.g. Stormont, prisons, hospitals
- 11% Manufacturing companies
- 18% IT and telecoms 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 Lansdowne Road.

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

Relevant purchasing contacts	<p>Purchasing Manager for Ireland: Connie Greally E mail: purchasing.ireland@compass-group.co.uk Contact by e mail is the preferred method of communication.</p>
Product mix	<p>Customers are a discriminating clientele and foodservice companies like 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.</p> <p>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, so for these outlets a small amount of other prepared to cook or heat products are sourced.</p>
Opportunities for Irish food and drink suppliers	<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 the 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 the Compass sites in one single drop. This unique solution will deliver a reduction of 2.2 million kilometres against current delivery routes and will further enhance the traceability of products.</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 and leisure and school sites, so products to suit this clientele may be of interest.</p> <p>The frequency of menu changes varies by category, e.g. school menus are pre-set either by school 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</p>

	<p>Group and as dictated by their clients e.g. a 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. Drinks and confectionery companies (e.g. Coca Cola, Cadburys), bread companies (e.g. Cuisine de France), Irish yoghurts, Keelings juices, Avonmore etc.</p>
<p>Purchasing policy and supplier requirements</p>	<p>Purchasing policy is a balance between quality, pricing and consistency.</p> <p>Although there is 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 & safety and supplier site visits.</p> <p>There is a hybrid approach to purchasing. The first point of contact is the purchasing manager 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. On top of 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, 3 monthly cycles.</p> <p>The chefs at Compass sites order product from an approved product and suppliers list. Chefs also provide feedback to the purchasing manager 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 2 areas of delivery criteria. Just In Time products have 6 deliveries per week, orders placed by 5pm and delivery the next morning. For stock items, which are not as shelf life sensitive, 3 days notice is given.</p> <p>EDI is a requirement.</p>
<p>Distribution providers</p>	<p>All suppliers must deliver into the Brakes logistics depot in the Keelings site at St. Margarets. Some suppliers are still delivering directly, but this is due to change as the new Supply Chain Solution described above is rolled out beyond the current first phase.</p>
<p>Advice to new suppliers</p>	<p>For new suppliers it is important to understand what they are offering and understand how their product gets to market through the Compass group.</p>

	<p>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's business.</p> <p>The purchasing manager and buying team will analyse a company's fit with Compass first before going down the road of a meeting or arranging for product samples.</p>
Other information	<p>Credit terms vary. In general it is 75 days with direct producers and 55 days with distributors.</p>

Corporate Catering Services Limited

Address: Richmond House, Corofin, County Clare

Website: www.ccsl.ie

Phone: 065 683 7300

email: info@ccsl.ie

Company Profile	<p>Corporate Catering Services Limited (CCSL) provides catering services to the industry and healthcare sectors.</p> <p>CCSL service 26 sites.</p> <p>The client profile is corporate clients and hospital management.</p>
Relevant purchasing contacts	<p>Contact the head office and ask for the Procurement and Purchasing Manager.</p> <p>E mail: info@ccsl.ie</p> <p>Phone: 065 683 7300</p>
Product mix	<p>All eating occasions are catered for i.e. breakfasts, lunches and dinners and the cuisine is modern Irish and Continental.</p> <p>CCSL cooks all food from scratch onsite.</p> <p>The only prepared to heat products sourced are frozen products e.g. vol-a-vents, ice creams, and pastries.</p>
Opportunities for Irish food and drink suppliers	<p>CCSL is always looking for innovative, creative ideas for new product offerings from their suppliers.</p> <p>Key elements of the product offering not produced in Ireland which present import substitution opportunities are some meat products, charcuterie and cheeses which CCSL would prefer to buy from Irish producers at competitive prices.</p>
Purchasing policy and supplier requirements	<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.</p> <p>Purchasing is centralised in the head office but deliveries are made to sites.</p> <p>Tenders for all supplies are done annually, in October/November for the following year.</p> <p>The procurement and purchasing manager makes the purchasing decisions, agrees the terms and places the orders.</p> <p>The frequency of goods inwards is between 5 to 7 days depending on the product.</p>

	The majority of orders are placed by phone.
Distribution providers	CCSL deals directly with suppliers.
Advice to new suppliers	Potential suppliers should send in an expression of interest through email and when products are being reviewed during the tender process, CCSL will get back to them. CCSL likes innovative new ideas and good branding.

Dobbins Outdoor

Shelbourne Park Stadium, South Lotts Road, Dublin 4

Website: www.dobbins.ie

Phone: 01 668 6904

email: dobbinsoutdoor@eircom.net

Company Profile	<p>Cypress Catering Limited is the holding company for the six Dobbins catering outlets:</p> <ul style="list-style-type: none"> ○ Dobbins @ Shelbourne Park ○ Dobbins @ Harolds Cross ○ Dobbins @ Mullingar ○ Dobbins Outdoor Catering ○ Dobbins @ Home ○ Contract Catering <p>The customer profile varies according to the location. The demographics of the greyhound track customers vary widely. Dobbins Outdoor caters for corporate and government clients and is on the Catering Panel for government departments and the OPW including Dublin Castle, Farmleigh (providing 2 – 3 day long hotel type services to visiting dignitaries), the Department of Foreign Affairs and Royal Hospital Kilmainham.</p> <p>Dobbins Outdoor also caters for weddings.</p>
Relevant purchasing contacts	<p>Operations manager: Mike O' Donovan is the first point of contact for any potential new suppliers. E mail: dobbinsoutdoor@eircom.net Phone: 01 668 6904</p>
Product mix	<p>Dobbins Outdoor caters for all eating occasions, breakfasts, lunches and dinners.</p> <p>The cuisine is traditional Irish/classic European</p> <p>Part of Dobbins Outdoor branding is that they cook all food from scratch fresh on each site. This includes breads, desserts and preparing their own vegetables.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth are home catering and more contracts for their contract catering services.</p> <p>The mainstay of Dobbins Outdoor's business is supporting Irish producers as they want to keep all of their food offerings 100% Irish. This is what their customers are looking for. Dobbins are able to source all of the products they need from Irish producers.</p> <p>Dobbins used to source some continental cheeses but now all of the cheese on their menus is Irish, predominantly from Irish artisan cheese producers as they compare well to Continental cheeses. All artisan cheese brands are named on Dobbins Outdoor's menus.</p> <p>The products and ranges that Dobbins Outdoor has in mind for potential future development are more artisan products.</p>

<p>Purchasing policy and supplier requirements</p>	<p>Long term relationships are extremely important to Dobbins Outdoor, as this brings many advantages to both parties e.g. flexibility. Price and consistent quality are also important considerations.</p> <p>Dobbins Outdoor carry out their own supplier health & safety audits annually and keep strict internal records and supplies checklists. 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 about each supplier and make the decisions between them. The operations manager and Head Chefs influence purchasing decisions.</p> <p>All supplies are tendered for annually, though Dobbins Outdoor does make decisions on certain new suppliers throughout the year.</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 place by phone.</p> <p>Both the preferred case size, and shelf life expectations and requirements are set out in the specifications for each product.</p>
<p>Distribution providers</p>	<p>Not applicable. Dobbins Outdoor is considering setting up their own distribution for producers to supply to them centrally in the future.</p>
<p>Advice to new suppliers</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 using net prices only.</p> <p>There is no requirement for pre-packaged products.</p>

Fitzers Catering

Address: Cusack Stand, Croke Park, Dublin 3.

Website: www.fitzerscatering.ie Phone: 01 819 2321 email: sales@fitzerscatering.ie

Company Profile	<p>Fitzers catering originally started its event catering in the film industry, catering for crew and actors for some of the large international films which were made in Ireland. Subsequently broadening their base, they moved into mainstream event catering and now own the contract for Croke Park and the new Convention Centre Dublin.</p> <p>A separate division of Fitzers also runs a number of restaurants, including Marco Pierre White's, Frankie's and the Chatham Street Grill. They also operate the Hard Rock Café.</p> <p>In addition, Fitzers Catering run once-off events for government departments and the private sector.</p> <p>As a separate division "The Savage Food Company" operates at Music Festivals including Oxegen, Electric Picnic and once off events.</p> <p>Customer profiles vary from event to event with large, mass-market catering required for football matches and concerts and a more specialist upmarket approach for other events.</p>
Relevant purchasing contacts	<p>Leonard Fearon is the executive chef and Stephen Carr is the purchasing consultant. Both can be contacted through the above office number.</p>
Product mix	<p>Much of the work conducted by Fitzers Catering involves cooking from scratch and therefore they purchase a large amount of base ingredients from which they then create various dishes. All starters are made from scratch, as are main courses. Desserts are sometimes bought externally because of the specialist nature of their make-up. Beef is the number one protein as it features on some of their buffet menus and also in hot beef sandwiches. Chicken is second largest protein seller. Products like hot dogs and beef burgers are also strong sellers at the Croke Park venue.</p> <p>Sandwiches, baked potatoes, sausage rolls etc also make up a smaller part of menu requirements.</p>
Opportunities for Irish food and drink suppliers	<p>Food producers should bear in mind that from many of the events which Fitzers Catering cater, there is a very short window to serve the food, for example at a match game, there is one hour before and fifteen minutes during the interval, so producers need to bear this in mind when designing products to suit their menus.</p> <p>Fitzers have a strong policy of supporting Irish producers and this has</p>

	<p>been strengthened within the last twelve months with communication on many menus stating that ingredients are Irish etc.</p> <p>They have a policy of building long-term relationships with producers and this may restrict opportunities in the core categories for new entrants, however, they clearly state that they are open to talking with new producers with innovative products.</p>
Purchasing policy and supplier requirements	<p>Fitzers operate a tendering process for all of the key categories and have 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 will look for references from other venues and may arrange on site audits. Food safety is high on their agenda.</p>
Distribution providers	<p>They prefer the majority of producers to supply directly and there are two distributors (Crossgar and Pallas Foods) who supply specified products.</p>
Advice to new suppliers	<p>Fitzers Catering place strong emphasis on the initial supplier contact and request that e-mails, leaflets etc should be of a professional standard, as this initial contact very often determines if they proceed or not with a producer.</p> <p>They also emphasise the importance of producers attending venues like Croke Park so that they gain a full understanding of the food requirements. Advance research of their full operation is essential for producers who want to succeed.</p>
Other information	<p>Fitzers Catering would encourage Irish producers to examine their menus to see where import products could be substituted. They gave an example of an opportunity they see for good quality Irish-produced mustard being available to dispense by customers themselves in large 5-litre units.</p> <p>The restaurant division of Fitzers is run as a separate business, however many producers are shared between both operations.</p>

Master Chefs Hospitality Munster

Address: Masterchefs Hospitality Munster, Epicurean House, Robert Street, Limerick
 Website www.mhm.ie Tel: 061 411522 email: sales@mhm.ie

Company Profile	<p>Master Chefs Hospitality Munster (MHM) is a contract catering company supplying entertainment venues, colleges, its own restaurants, weddings, events and outdoor catering.</p> <p>Contracts include: NUI Galway (5 outlets), Cork county hall, Thomond Park, Moll Darby's, and the two Café Noir patisserie/brassiere restaurants in Limerick</p>
Relevant contacts	<p>Head chef: Jonathan Ronan E mail: sales@mhm.ie Phone: 061 411522</p>
Product mix	<p>The main types of cuisine cover all catering occasions and are in the main modern Irish with a French and Mediterranean influence – starters, main courses, finger and buffet food, desserts, breads, salads etc.</p> <p>All food is prepared from scratch in a central production facility for the Café Noir restaurants and in each venue for the other outlets. The exception to this is large quantities of finger food, where high quality heat to serve products are sourced direct from Irish producers e.g. their main butcher supplier.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth are in innovative artisan products e.g. speciality meats and barbecue products, artisan sausages, fresh juices etc.</p> <p>Distribution is often an issue for artisan producers, but MHM have their own vans and will try to accommodate artisan producers where possible.</p> <p>The majority of the produce used is Irish e.g. all cheeses. The only imported product is chicken from Holland produced under a Dutch Quality Assurance scheme for large, low budget events, and this is a pricing decision. For all other events, only Irish chicken is used and all other meat and poultry is 100% certified Irish.</p> <p>There is little room for brands in the operation as MHM pitch their own Master Chef brand through the Irish concept, healthy eating/Happy Heart approved campaigns and detailed dietary requirements.</p> <p>Due to high staff costs, MHM sees a growth in good quality 'heat and serve' products, particularly for low budget events.</p>

	MHM sees greater growth in chilled rather than frozen foods due to an increased focus on quality.
Purchasing policy and supplier requirements	<p>MHM have a strong preference to source local produce.</p> <p>The purchasing policy is a combination of quality, price and consistency of product quality and service levels. MHM want guaranteed supply of products.</p> <p>All suppliers are audited for QC purposes against their own criteria which must be complied with.</p> <p>All purchasing is centralised through the head chef. 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 the chefs of each site place the orders as needed. Terms and the approved supplier list are decided by Pat O’Sullivan, MD, 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>
Distribution providers	MHM deals directly with producers for most products. For dry goods, MHM use BWG, Musgraves and La Rouse Foods.
Advice to new suppliers	Potential new suppliers should contact the head chef on 061 411522.
Other information	Credit terms are 30 days.

Premier Dining

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

Website: www.premierdining.ie Phone: +353 (0)1 662 4341 email: info@premierdining.ie

Company Profile	<p>Premier Dining is a contract catering business established in 2006. The company has 6 sites providing catering services across a range of foodservice sectors including business and industry, education and general hospitality (functions).</p> <p>There is a kitchen on each site each which is individually run as a separate business unit with separate menus to suit the on site demographic.</p> <p>Premier Dining is currently feeding upwards of 1,400 people per day for breakfast, lunch, afternoon tea and dinners.</p> <p>There are 32 permanent staff, 15% of which are skilled craft workers and 5% are management.</p>
Relevant purchasing contacts	<p>Managing director: Anne O’Neill Operations manager: Mary Kennedy (responsible for menu planning, innovation and ensuring good variety on each menu). Email: info@premierdining.ie Phone: 01 662 4341</p>
Product mix	<p>All eating occasions are catered for and the types of cuisine vary from modern Irish to ethnic offerings as their client base is multi cultural.</p> <p>Premier dining use all fresh produce and cook everything from scratch at each location.</p>
Opportunities for Irish food and drink suppliers	<p>Premier Dining are constantly looking for new ways to serve their customers whilst maintaining a focus on quality and flexibility.</p> <p>The company sees opportunities for Irish food suppliers who can deliver innovative food products, at competitive prices. They are particularly interested in products that can be utilized in de-skilled kitchen environments, in addition to products that can bring restaurant dining experience at a value for money price. The current trend that they are observing in their locations is a clear focus on healthy options with the uptake on delicatessen style products increasing.</p> <p>Premier Dining has an ethos of supporting local businesses and uses all Irish produce.</p>
Purchasing policy and supplier requirements	<p>Price is very important as Premier Dining is selling predominantly in a subsidised environment to price sensitive audiences. Likewise, quality, product range and variety (e.g. for cooked meats) good value for money, punctual delivery times, flexibility and traceability are</p>

	<p>important purchasing decision making criteria.</p> <p>Premier Dining has just been awarded 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 Operations Manager, and Premier Dining like to deal with suppliers in partnership. Both also influence the purchasing decision through the sampling of product on sites with a cook-off with the chefs.</p> <p>The Managing Director and Operations Manager agree the terms and the chefs place the orders. The volume of orders changes seasonally. Pricing is set on a net price basis going into the unit. Credit terms are 30 days.</p> <p>The frequency of goods inwards into the 6 sites are a maximum of 3 days a week. Orders are placed by phone and online.</p> <p>There are specifications for each product which specify shelf life expectations and requirements.</p>
Distribution providers	Premier Dining does not currently deal with any distributors. They have direct suppliers dedicated to each product.
Advice to new suppliers	New suppliers should provide the required accreditations and an innovative product range adding value to service. Premier Dining like to see ideas for new products that meet changing trends. Suppliers should be able to demonstrate how their product can be used.

Sodexo

Address: 23 Rock Hill, Main Street, Blackrock, County Dublin

Website: www.sodexo.ie Phone 01 2833654 email: ken.oriordan@sodexo.com

Company Profile	<p>In 1966 Pierre Bellon launched Sodexo, in Marseille, founded on the Bellon family's experience of more than 60 years in maritime catering for luxury liners and cruise ships. Operations initially served staff restaurants, schools and hospitals.</p> <p>In 1995 Sodexo became a world market leader in foodservice thanks to alliances with Gardner Merchant in the UK and Partena in Sweden. It was subsequently listed on the New York stock exchange in 2000.</p> <p>In the Republic of Ireland, Sodexo employ 2,500 people who cater for the needs of diners at 144 client locations across all market sectors. Sodexo has an additional 60 locations in Northern Ireland.</p> <p>The main activity is the provision of food services which are provided to the corporate sector, centres of education, health care facilities, and event catering. Facility management services are also offered.</p> <p>All customers are catered for and all consumer eating needs are serviced. Client list includes Dell, Visor, GSK, and Nortel.</p> <p>Sodexo embrace all opportunities to expand its client base. Facility management is a current growth area. This entails providing a wide range of services to clients in addition to catering e.g. providing reception, grass cutting, and cleaning services.</p>
Relevant contacts	<p>Buying manager: Ken O’Riordan Email : ken.oriordan@sodexo.com (e mail is preferred method of contact)</p>
Product mix	<p>All eating occasions are served through a wide repertoire of menus. The menus are set by Sodexo and are scheduled into cycles to facilitate order forecasting.</p> <p>All food is prepared to cook on site with the exception of vegetables which are bought in ‘prepared for cooking’ e.g. peeled potatoes and carrots peeled and chopped.</p>
Opportunities for Irish food and drink suppliers	<p>The core list of ingredients tends to remain unchanged with variety and flair being introduced at chef level. Chef forums are held at which in house development chefs and guest chefs share new recipe ideas and best practices with the 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</p>

	<p>the purchasing manager.</p> <p>100 % of beef used is Irish. Over 95% of chicken is from the island of Ireland (Crossgar poultry is the current supplier). There is a preference to buy Irish, which results in 54% of food ingredients purchased being of Irish origin.</p> <p>Ambient apart, the bulk of ingredients purchased are chilled. Frozen ingredients are not growing their share.</p>
Purchasing policy and supplier requirements	<p>Key elements of Sodexo's purchasing policy are taste, price, and food safety standards. All new products of interest are subjected to a taste panel consisting of the development chefs. After passing the taste test, pricing is reviewed. The next step in the purchasing process is a food safety audit of the supplier by Sodexo Safeguard, a food safety division of Sodexo. The audit criteria are set by Sodexo.</p> <p>Purchasing is centralised through the buying manager. The opinions of the development chefs are taken into account in arriving at a purchasing decision. Pricing is benchmarked against UK prices via 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 Republic of Ireland sites is supplied by one supplier. A Northern Ireland supplier is used for Northern Ireland.</p> <p>Each site places its own orders via phone.</p>
Distribution providers	<p>Musgrave Foodservices is the largest distributor of ingredients to Sodexo supplying ambient, chilled, and frozen produce. Pallas is the second largest distributor delivering all of Sodexo's red meat and speciality product requirements. Cuisine de France supply bakery products. Dairy products are supplied by suppliers on a regional basis, Glanbia being the largest dairy supplier. Fruit and vegetables requirements are provided by Keelings.</p>
Advice to new suppliers	<p>All approaches should be directed to the buying manager via e mail.</p>

With Taste Banqueting Services

Address: U60 Cherry Orchard Industrial Estate, Dublin 10

Website: www.withtaste.ie

Phone: 01 6268293

email: gregs@withtaste.ie

Company Profile	<p>Established in 1985, With Taste Banqueting Services is a corporate catering provider and food solutions company. The company provides some of the event catering needs of clients such as the Royal Dublin Society, Dublin Castle and the O'Reilly hall in UCD.</p> <p>The company also provides catering services to the public on behalf of its clients e.g. the restaurant cafe in the National Gallery. This side of the business is now equal in size to the corporate event catering business.</p> <p>In addition, the company has its own central kitchen in Cherry Orchard in Dublin and also has a 50% share in the 'Fire' restaurant on Dawson street in Dublin.</p>
Relevant purchasing contacts	<p>Purchasing manager: Greg Savage Email: gregs@withtaste.ie Phone: 01 6268293</p>
Product mix	<p>A wide range of cuisines is provided and the list includes fine dining, rustic food, homemade sandwiches, sea food platters, and restaurant style food to name but a few.</p> <p>All food for the catering business is cooked to order from scratch in the central kitchen e.g. all their lasagne requirements are cooked from scratch in the central kitchen.</p> <p>Good quality food is the cornerstone of the business.</p> <p>'Fire' restaurant is a standalone business with its own kitchen.</p>
Opportunities for Irish food and drink suppliers	<p>The company is experiencing growth in demand for the foods that it cooks in its central kitchen. Production is currently being expanded and this presents an opportunity for Irish producers of ingredients for the central kitchen. In particular, there are opportunities for suppliers of cooked meats for the production of sandwiches and there is a need for a greater variety of breads.</p> <p>In public catering, such as the restaurant cafe in the National Gallery, the company sets the menu. For corporate event catering, set menus are offered to clients. A bespoke menu service is also available.</p>
Purchasing policy and supplier requirements	<p>Compliance to food safety standards, quality, adherence to specifications, and pricing are all considerations taken into account when selecting suppliers. The company has a preference to source local produce.</p> <p>A standard operating procedure is sent to all suppliers who are</p>

	<p>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 spot quality assurance audits that are carried out using the company’s internal audit criteria.</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 in Ballyfermot from where the company services all its sites.</p> <p>Contracts are reviewed on an ongoing basis, with food requirements for big events such as the Dublin Horse Show tendered separately.</p> <p>The central kitchen operates 5 to 6 days per week and daily morning delivery of very short life ingredients is required.</p>
Distribution providers	<p>The company has over 150 suppliers in total. The supplier list includes Pallas Foods who supply fresh meats and Musgrave Foodservice who deliver ambient and dried goods. La Rousse Foods, Dairyland Cuisine and Derrynaflan also deliver.</p> <p>A considerable amount of small, large, and specialist producers and suppliers also deliver directly to the central kitchen.</p>
Advice to new suppliers	<p>New suppliers should contact the purchasing manager via e mail and present a concise business case for their product. The e mail 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>

PUBS & RESTAURANTS

Avoca Handweavers Address: Kilmacanogue, Bray, Co Wicklow Website: www.avoca.ie Phone: 01 286 7466 email: info@avoca.ie	
Company Profile	<p>Avoca Handweavers is a family-run business that has been in existence in various forms since the first half of the 18th century. Avoca's retail catalogue ranges from clothes, toys, jewellery, ceramics, glass, books, gifts, and home ware.</p> <p>Avoca have eight branches around the country at the following locations: Kilmacanogue, Powerscourt, Rathcoole, Suffolk Street, Belfast, Mount Usher, Kenmare, Letterfrack as well as the original retail location at the mill in Avoca. They also have 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 their food 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>
Relevant purchasing contacts	<p>Leylie Hayes is the executive chef and has responsibility for purchasing all of the raw materials used in the kitchens. The majority of the dry goods that are stored in the warehouse for kitchen use are bought by Nick Shalkouski. Either one of these can be contacted by email leyliehayes@gmail.com and nick@stores.avoca.ie.</p>
Product mix	<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>
Opportunities for Irish food and drink suppliers	<p>Avoca have a strong policy to support artisan producers and while they maintain long-term relationships with most of their producers, they are keen to see new products.</p> <p>They quote, as an example, organic vegetables as a successful project that they have embarked on with a local producer over the last 12 months, which have now become part of their mainstream purchasing.</p> <p>Avoca are open to the idea of naming artisan producers on their menu and producers who have a very unique product should suggest this at</p>

	<p>the time of product listing.</p>
<p>Purchasing policy and supplier requirements</p>	<p>New suppliers are required to fill out a questionnaire and they may be subject to an on-site inspection.</p> <p>Quality, price and service are the key decision factors. Avoca would emphasise that producers wishing to approach them must be able to offer a high level of service.</p> <p>All purchasing is centralised, with decisions made by either Nick or Leylie.</p> <p>Orders are placed over the telephone and there is no electronic ordering system.</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 the different products, which is determined at the point of negotiation. For very small, start-up artisan producers, flexible payment agreements can be reached at the time of listing.</p>
<p>Distribution providers</p>	<p>Some of the kitchens specialise in making particular products, which are then transported to all other branches. Avoca have two food vans that move between the branches on a daily basis.</p> <p>All new producers are required to deliver directly to store at a frequency that is determined by shelf life and freshness of product required. For producers who have a very short shelf life product, these may be required to deliver six days per week.</p> <p>For longer shelf life products, Avoca advocate producers to supply them with larger sizes and call less frequently.</p>
<p>Advice to new suppliers</p>	<p>Producers wishing to make contact with Avoca should do so by email and with agreement then drop samples into the head office, which is based in Kilmacanogue.</p> <p>They would emphasise that their 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>Where 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. Avoca place strong emphasis on accurate labelling of products, both in terms of country of origin and other shelf life information etc.</p>

	<p>While they recognise that artisan producers should receive a premium for their product, they would also emphasise that this premium should be realistic in the current economic climate if the chances of securing a listing are to be maximised.</p> <p>Their preference for any high-volume lines is to buy them in pallet quantities.</p>
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Brambles

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

Website: www.brambles.ie

Phone: 01 468 5000

email: caolan@brambles.ie

Company Profile	<p>Brambles is a privately owned family run business.</p> <p>Brambles have 21 deli-cafes, predominantly in the Leinster area, with one branch in Mayo. Brambles also runs a large outside catering operation, whose clients include government departments, RTE, law firms and other corporations.</p> <p>Brambles outlets cater for all eating occasions. Their café-delis are located in shopping centres, hospitals, museums and high end leisure venues e.g. Airfield Trust, as well as a full service restaurant recently opened in Terenure, Dublin.</p>
Relevant purchasing contacts	<p>Caolan Reid, MD and Purchasing Manager Email: caolan@brambles.ie The purchasing manager would prefer to be contacted via email.</p>
Product mix	<p>Brambles food offering is varied, anything from a scone and latte to a 3 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 and Oriental theme, adapted to suit the Irish palate.</p> <p>All food offerings are prepared from scratch either in the larger branches themselves or centrally from their 10,000 sq. foot central production facility in Dublin 24. There is no demand for pre-prepared ingredients and likewise there is no demand for frozen produce.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth for Brambles are to open more café-delis and to expand their catering business into smaller in-house events e.g. parties, communions, christenings etc. bringing the expertise they have build up in the corporate world into the home.</p> <p>Brambles continues to want to be approached by new Irish suppliers with good quality locally sourced Irish produce. Several suppliers have in the past given them suggestions for new additions to their menus and they are happy to work with suppliers on this basis also.</p> <p>Brambles only source ingredients from outside of Ireland when they are not available here.</p>

<p>Purchasing policy and supplier requirements</p>	<p>The purchasing policy is to source local Irish produce and all meat and poultry must be quality assured. Quality, consistency of supply and price are the three key considerations in purchasing decisions.</p> <p>With over 200 direct suppliers, only larger suppliers for key ingredients e.g. meat products, are audited regularly for quality control purposes.</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>Goods inwards are into the central production facility in Dublin 24 and delivery windows are before 7am for meat products, fruit and vegetables and afternoon for dry ingredients. Deliveries are taken 6 days per week. Brambles have 3 of their own vans for deliveries to their branches.</p> <p>The ingredients for all fresh food offerings are bought in fresh and chilled.</p> <p>The case size and minimum shelf life requirement varies by product.</p>
<p>Distribution providers</p>	<p>Brambles deals direct with Irish suppliers for most of their ingredients. However for small quantities of dry goods, they use Musgrave's and Pallas Foods</p>
<p>Advice to new suppliers</p>	<p>New suppliers should contact the purchasing manager by email.</p>
<p>Other information</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. 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

www.dunneandcrescenzi.com Phone: 01 671 9135 email: dunneandcrescenzi@hotmail.com

Company Profile	<p>Dunne & Crescenzi has 8 restaurants and 3 cafes in Ireland trading under various brands, mostly around Dublin. There are 2 Dunne & Crescenzi outlets, 1 Nonna Valentina, 3 Officina Dunnes & Crescenzis (Kildare, Arnotts and Dundrum), 2 Bar Italias and 3 La Corte Del Caffés.</p> <p>A number of the outlets also have retail space.</p> <p>The main activity is the provision of authentic Italian food, both restaurant and café style, as well as retail stores in the 3 Officina Dunne & Crescenzi restaurants.</p> <p>The customer profile is predominantly ABC1 and both cafes and restaurants cater for families.</p>
Relevant contacts	<p>Purchasing manager: David Izzo Email: dunneandcrescenzi@hotmail.com Phone: 01 671 9135 or 087 286 8713</p>
Product mix	<p>The Dunne & 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.). The group find the quality of Irish meat excellent.</p> <p>All food is cooked from scratch, in the restaurants and cafés.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth are to expand the number of outlets, but plans to do so are on hold.</p> <p>The group would like to use better quality Irish produce, particularly fruit and vegetables. The group would like to deal direct with farmers and growers if possible, in order to guarantee year round supply of fresh fruit & vegetables. The group is currently importing a lot of their fruit & vegetables.</p> <p>There are also opportunities for good quality biscuits for cheese, 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 Arnotts, 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>
Purchasing policy and supplier requirements	<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.</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.</p>
Distribution providers	<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 coffee on behalf of the group.</p>
Advice to new suppliers	<p>The group would like to be approached via the purchasing manager with a price list and a small quantity of sample products.</p>
Other information	<p>Credit terms are 30 days, with cash on delivery for a discount.</p>

Porterhouse Brewing Company

Address: 11-15 Tara Street, Dublin 2

Website: www.porterhousebrewco.com Phone: 01 6715715 email: info@theporterhouse.ie

Company Profile	<p>The Porterhouse Brewing Company has four bars in Ireland and one in London. It also has a hotel in Bray in which one of the bars is housed. The three other Irish bars are in Dublin. The company brews its own beers and also has Ireland's largest selection of bottled beers.</p> <p>Each of the four bars serves a gastro pub food menu from midday on. The target market is the 25 to 50 year old market. However, all age groups and tastes are catered for.</p> <p>The company also operates two Tapas bars in Dublin which offer Spanish style cuisine. They are based on Eustace Street and South William Street.</p>
Relevant contacts	<p>Food purchasing officer: Franz Muller Email: franzmuller@theporterhouse.ie Phone: 086 6071636 Executive chef: Lee Sim Phone: 01 6715715</p>
Product mix	<p>There is a uniform menu across the four bars. Both the hotel in Bray and the bar on Grafton street serve breakfast.</p> <p>From midday onwards, all four bars serve an all day gastro pub grub menu consisting of a quality offering of soups, smoked salmon, chicken wings, pies, steaks and seafood and a range of burgers and pizzas.</p>
Opportunities for Irish food and drink suppliers	<p>The beverage side of the business is the growth driver and food follows in it's wake. The drinks business is expanding and the company is continuously experimenting with new foods for the menu. This appetite for experimenting with new foods and recipes creates an opportunity for Irish suppliers to approach the company with their products and recipe suggestions for all categories. Refer to the company website to review the current menu.</p> <p>A centralised kitchen is under consideration. All food is bought from Irish suppliers. All food is cooked from scratch with the exception of Gallagher's Boxy House Irish Stew.</p>
Purchasing policy and supplier requirements	<p>Quality and price are the cornerstones of the Porterhouse's purchasing policy.</p> <p>Suppliers are visited on site by the food purchasing officer to get an insight into their operations. Supplier pricing is reviewed biannually.</p> <p>The food purchasing officer is influenced in his decision making by</p>

	<p>the executive chef who samples proposed produce. Menus are decided between the executive chef and the food purchasing officer. The terms are agreed with the food purchasing officer and the executive chef.</p> <p>Orders are placed by the chef at each bar individually via telephone.</p> <p>A delivery frequency of up to three times per week is required along with deliveries between 10 am and noon.</p>
Distribution providers	<p>Most produce is delivered direct by the producer or supplier. However, FoodCo, a Northern Ireland based distribution company, supply frozen and dried goods. Cheeses are supplied by Butter Mountain. Apart from the above, supplies are not purchased from wholesaler distributors. Most vegetables are purchased prepared to cook and they are currently sourced from Hussey Fruit and Vegetables. Fresh fish is supplied by Kish Fish. Fresh meat is purchased from Frank Doyle Meats.</p> <p>The Tapas bars are supplied by Eirespan in addition to suppliers mentioned above.</p> <p>Spent grain from the brewing process is collected and use to manufacture bread for the Porterhouse by Stapleton’s Bakery.</p>
Advice to new suppliers	<p>Please contact the food purchasing officer by email. Once contact is established, samples should be submitted to the executive chef.</p>

TGI Friday's / Dante restaurants / Hard Rock Cafe / Leisureplex

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

Website: www.fridays.ie Phone: 01 8485830 email lindy@eegroup.ie

Company Profile	<p>The Entertainment Enterprise group is the sole operator of the TGI Friday's franchise and the Hard Rock Cafe franchise in Ireland. The group also operates its own chain of Italian restaurants, Dante in addition to providing quick serve food at its three Leisureplex outlets.</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. There are 45 outlets in the UK mainland. It 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.</p> <p>Hard Rock Cafe 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 with the doors opening in time to serve lunch and evening meals. 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 birthdays.</p>
Relevant contacts	<p>Purchasing manager: Lindy Robertson E mail: lindy@eegroup.ie Preferred method of contact is via email.</p>
Product mix	<p>Both TGI Friday's and Hard Rock Cafe provide lunch and evening meals which are based on Texan / South Western USA cuisine. 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 beverages and desserts. In Hard Rock Cafe 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</p>

	<p>consisting of burgers, nuggets, and chips, and beverages. Turnover for the three Leisureplex diners is relatively small.</p>
Opportunities for Irish food and drink suppliers	<p>Innovation and new product development for TGI Friday's and Hard Rock Cafe 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 product. However, Hard Rock Cafe allows some local dishes e.g. Irish stew.</p> <p>A recently launched €15 menu in TGI Friday's is performing very well and has restored footfall to last year's levels.</p> <p>The ratio between chilled and frozen ingredient purchase remains unchanged, with most product purchased chilled.</p>
Purchasing policy and supplier requirements	<p>In the instance of TGI Friday's and Hard Rock Cafe, many of the products used are from franchisor approved product lists. Suppliers should discuss with the Entertainment Enterprise group purchasing manager if the proposed products for supply need franchisor approval.</p> <p>If franchisor approval is not required, then the supplier can deal with the Irish purchasing manager.</p> <p>If franchisor approval is required, the first step is to discuss with the Irish purchasing manager the level of interest in the product. 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 terms of products that the purchasing manager has discretion in the purchasing decision, quality is the most important factor and is followed by price. Musgrave's provide 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 3 days per week suffices with the exception of Christmas.</p> <p>Orders are placed by each restaurant over the phone.</p>
Distribution providers	<p>Musgrave Foodservices serve the majority of the distribution needs and provide a storage and distribution service for ambient, chilled, and frozen products. Much of the distribution was rationalised through Musgrave Foodservices in November 2008. Gleneely Cheese supply via Musgrave Foodservices.</p>

	Dublin Food Sales supply most of the dry goods e.g. soya sauce, baked beans. Caterway supply the fruit and vegetables.
Advice to new suppliers	New suppliers should contact the purchasing manager via email lindy@eegroup.ie . Suppliers 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 of America.

Wagamama / Captain Americas

Address: South King Street, Dublin 2

Website: www.wagamama.ie

Phone: 01 4782152

email info@wagamama.ie

Company Profile	<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 90 outlets throughout the world and there are two 2 restaurants in Ireland, one in Dublin and in Cork.</p> <p>The Irish restaurants are open from noon to 11 at night.</p> <p>Both restaurants are in city centre locations and 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 lunch time venue for business people.</p> <p>The operator of the Wagamama franchise in Ireland also operates the three Captain America restaurants in Ireland, two of which are in Dublin and the third is in Cork. Captain Americas is an American styled diner that introduced the hamburger to Ireland in 1972.</p>
Relevant purchasing contacts	<p>Head chef: Rob Nealan Email: Rob@wagamama.ie Phone: 01 4782152</p>
Product mix	<p>The eating occasions catered for are from lunch through to evening meal. 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>The only level of preparation carried out of house is the peeling of onions.</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>
Opportunities for Irish food and drink suppliers	<p>Lunch deals, specials, and promotional activity are currently driving growth. The main menu is relatively stable and is reviewed once to 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 of the UK franchisees. Some ingredients are also sourced from an Asian Market outlet.</p>

	Expansion of the dessert range is an area that currently presents opportunities.
Purchasing policy and supplier requirements	<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>Suppliers' premises are visited by the head chef who conducts an audit with documentation provided by the franchisor.</p> <p>Where practical, purchasing between the two Wagamama outlets is centralised. For example, Crossgar poultry supply chicken to both restaurants, but the Cork and Dublin restaurants both use local butchers.</p> <p>Routine purchasing decisions are made by the head chef. Major decisions are made in consultation with the chefs in Cork and Captain Americas and with the general manager.</p> <p>Orders are placed by each restaurant by phone and are received between 9 and 11 in the mornings.</p>
Distribution providers	Crossgar supply chicken and dry goods. Frozen goods are brought in from the UK and stored, stock managed, and distributed by Allied Foods. Dowlings and Newfresh 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.
Advice to new suppliers	Phone the 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.

QUICK SERVICE RESTAURANTS

Abrakebabra / The Bagel Factory / GBK/ Yo Sushi / Chick King

11 Rathgar Road, Rathmines, Dublin 6

Website: www.abrakebabra.com Phone: 01 4967162 email: info@abrakebabra.net

Company Profile

Abrakebabra Holdings is an Irish based company which franchises out approximately 110 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 held by Abrakebabra Holdings.

Abrakebabra Holdings is owned in partnership by entrepreneur Graeme Beere and promoter Denis Desmond.

The Abrakebabra franchise has been in existence for 20 years. It's 55 franchise outlets generate sales in excess of €30 million per annum. All outlets are in Ireland with the exception of 4 which are in Bahrain. The offering is built around the kebab.

The Bagel Factory is a UK franchise and was founded in 1996. There are 40 outlets on the island of Ireland, of which 22 are in Dublin, 5 are in Northern Ireland, 3 are in Kildare, and there is one in each of the counties Westmeath, Wicklow, Carlow, Cork, Clare, Galway, Kilkenny, Limerick, Sligo and Waterford. The offering is built around the bagel and the health conscious consumer constitutes the target market. Website is www.bagelfactory.ie

The Gourmet Burger Kitchen is a UK franchise founded in 2001. There are currently 7 restaurants in Ireland. The offering is built around premium burgers. Website is 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 5 restaurants and it is the aim of Abrakebabra Holdings to increase this number to 50 restaurants across Ireland. There is one restaurant at each of the following locations: Newbridge, Waterford, Limerick, Wicklow, and Dublin. Website is 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. Website is www.yosushi.com

Relevant purchasing contact	Franchise director: David Zebedee Email: dzebedee@abrakebabra.net Phone: 01 4967162
Product mix	<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>
Opportunities for Irish food and drink suppliers	<p>Abrakebabra Holdings 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 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, in the Bagel Factory there are opportunities 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>With the exception of bagels, all food ingredients are Irish sourced for Abrakebabra, The Bagel Factory, Gourmet Burger Kitchen, and Chick King. All the lamb for the kebabs in Abrakebabra, all the beef for Gourmet Burger Kitchen, and all the chicken for Chick King is of Irish origin.</p> <p>The Bagel Factory is open to proposals from Irish manufacturers of bagels.</p>
<p>Purchasing policy and supplier requirements</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 franchise director, David Zebedee. The franchise director agrees 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 franchise director, the food hygiene & 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>Distribution providers</p>	<p>The majority of suppliers provide their own distribution. Allied Foods deliver most of the frozen requirements, some cheese and spreads. Traditional Cheese Company supply cheeses and chilled ingredients.</p>
<p>Advice to new suppliers</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. Contact should then be made with the franchise director David Zebedee by email to dzebedee@abrakebabera.net or by phone to 01 4967162 and then samples submitted. The company welcomes innovation and is always seeking initiatives to improve its menus and offerings.</p>

Four Star Pizza

Address: 1C Woodlands Office Park, Southern Cross Road, Bray, Co. Wicklow
 Website: www.fourstarpizza.ie Phone 01 2828288 Email: info@fourstarpizza.ie

Company Profile	<p>Four Star Pizza is a wholly owned Irish company which operates both company owned and franchise stores throughout Ireland.</p> <p>There are currently 39 outlets in Ireland, 34 in the Republic of Ireland and 5 in the North of Ireland.</p> <p>The main activity of the group is both take away and home delivery pizzas.</p> <p>The home delivery side of the business is currently growing to an estimated 70% - 80% of the business.</p> <p>The majority of customers are in the 16-35 year old age bracket covering all demographics.</p>
Relevant contacts	<p>Purchasing manager: Riaan Roets E mail: info@fourstarpizza.ie Phone 01 2828288</p>
Product mix	<p>The food offering is mainly pizzas, with side dishes, ice cream and drinks.</p> <p>The eating occasions that are catered for are lunches, dinners and snacks.</p> <p>The meat used for the pizzas and side dishes are bought in 'prepared to cook'.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth for the company are the introduction of a sub sandwich menu and different pizza combinations. The company is currently looking for rolls for the sub sandwiches and different sub sandwich fillings.</p> <p>The company is working with current suppliers to expand the range of different pizza combinations.</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 (no micro waves or conventional ovens).</p> <p>The company prefers to source all products from Irish suppliers, although they have had to go outside Ireland to find a pizza sauce topping of consistent quality.</p> <p>There is room for brands in the operation if they fit in with their own</p>

	<p>brand and menu. Haagen Daaz ice cream is the only dessert option carried by Four Star Pizza, and the drinks are all Coca Cola brands.</p> <p>There is growth in the 'heat and serve' market for pizza toppings.</p> <p>All of the meats are bought in frozen.</p>
<p>Purchasing policy and supplier requirements</p>	<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 and Allied Foods (see below).</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>Distribution providers</p>	<p>Allied Foods is Four Star Pizza's main distributor, except for vegetables which are sourced locally from a vegetable wholesaler.</p>
<p>Advice to new suppliers</p>	<p>New suppliers should contact the purchasing manager in the first instance and arrange for delivery of samples. These will be tested by the chefs in the stores and if of interest, the purchasing manager will agree the 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 re-heatable 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>

McDonald's

Address: McDonald's Restaurants of Ireland, 7 Richview Office Park, Clonskeagh, Dublin 14
 Website: www.mcdonalds.ie Phone: 01 2080020 email: info@ie.mcd.com

Company Profile	<p>McDonald's opened their first restaurant in Ireland in 1977 and now have 78 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. They plan to spend €12 million on the completion of current projects.</p>
Relevant purchasing contacts	<p>Purchasing manager: Clare Sheridan E-mail clare.sheridan@ie.mcd.com. Phone: 01 208 00 20 (e-mail is the preferred method of contact).</p>
Product mix	<p>McDonald's is well known to most consumers and concentrates on categories such as burgers, nuggets, salads, breakfasts, beverages, desserts and fries with an expanded offer in the restaurants where a McCafé is present.</p> <p>The McCafé range consists of cakes, pastries, beverages, hot and cold sandwiches.</p>
Opportunities for Irish food and drink suppliers	<p>Some of the categories within McDonald's are controlled by the Irish buying office, while others 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 1 in 5 burgers sold via McDonald's Europe of Irish origin. (Worth circa €80 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 knowing 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 only which will be introduced as a promotional offer that will have its sales monitored to</p>

	determine if it remains as part of the menu on an ongoing basis.
Purchasing policy and supplier requirements	<p>McDonald's have 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>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 as their preferred option is to work with the same producers over the long term. They prefer producers to have food safety standards such as BRC, 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. 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>
Distribution providers	<p>All distribution is provided by a company called Martin Brower who are a dedicated distributor for the McDonald's business. They operate multi-temperature vehicles from a Dublin-based distribution centre and deliver to each McDonald's restaurant 2/3 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>
Advice to new suppliers	<p>McDonald's point out that many producers arrive to them having done little or no research and therefore eliminate their own chance of succeeding. Their 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.</p> <p>They also point out that in many cases when they request a brochure from a producer following an initial introduction, more often than not, the requested information never arrives. Follow-up is also extremely important when issued with an initial brief from a buyer.</p>

Supermac's

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

Website: www.supermacs.ie Phone: 091 774100 Email: plynch@Supermacs.ie

Company Profile	<p>Supermac's is a privately owned quick service restaurant company with 96 branches nationwide in the 26 counties. They use the same branch format throughout the country. Turnover in 2008 was €100 million at retail value.</p> <p>Supermac's caters for the entire demographic population meeting demand for meals and snacks throughout the day.</p>
Relevant contacts	<p>Purchasing manager: Pat Lynch email: plynch@supermacs.ie Phone: 091 774100</p>
Product mix	<p>The product mix is as follows: 100% Irish beef burgers, fresh chicken, fresh fish, fresh potato chips, ice cream and traditional Irish breakfast products.</p> <p>Some branches provide breakfasts, but all branches provide lunch, dinner and snack food.</p> <p>The core menu in all branches is fresh beef burgers, fresh fish, fresh chicken and fresh potato chips.</p> <p>All products are fresh. No frozen products are used except for ice cream.</p>
Opportunities for Irish food and drink suppliers	<p>Supermac's source as many of their products as possible from the island of Ireland and work closely with current suppliers with whom they have had a close working relationship for many years, particularly with their meat products.</p> <p>There are opportunities for Irish food and drink suppliers for their non core products. Operator recommends potential suppliers visit their site to identify opportunities outside of the core range e.g. salads & ice cream.</p>
Purchasing policy and supplier requirements	<p>Supermac's has a policy of purchasing all of its meat products from producers on the island of Ireland.</p> <p>Supermac's has had the same suppliers for their core menu for years and prefers to continuously works with these suppliers rather than look at changing suppliers.</p> <p>The main factors influencing decision making are firstly quality, continuity of supply, and price thirdly.</p> <p>Current suppliers are audited regularly and they have strict accreditation requirements.</p>

	<p>Purchasing is centralised. There are no set tender dates as Supermac's has close a relationship with their 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 they have their own transport system.</p>
Distribution providers	<p>Supermac's deals direct with current suppliers for their core menu and only uses distributors for their non-core products.</p>
Advice to new suppliers	<p>New suppliers should contact the purchasing manager directly via a phone call into the office.</p>

SANDWICH/COFFEE

BBs Coffee and Muffins Address Old Windmill Court, Lower Gerard Griffin Street, Limerick Website: www.bbcoffeeandmuffins.com Phone 061 319 181 yneeson@bbcoffeeandmuffins.com	
Company Profile	<p>BBs are based in the UK and Ireland. They have 40 stores in Ireland, 34 in the Republic and 6 in Northern Ireland.</p> <p>Predominantly based in shopping centres, BBs customer profile is 70% female, often with children, in the 30 – 45 year age bracket.</p>
Relevant contacts	<p>Yvonne Neeson is the purchasing manager.</p> <p>Contact details are 061 319 181 or Email: yneeson@bbcoffeeandmuffins.com</p>
Product mix	<p>BBs caters for breakfasts, snacks and lunches with a core menu of muffins, wraps, Paninis, salads, baguettes, croissants (sweet and savoury), tea, coffee and drinks. They have recently introduced an enhanced savoury menu into the new Carrickmines branch which will be extended to all stores. This includes home made pizzas, quiches, tarts etc. and is geared towards more of an evening meal offering, as the majority of BBs stores are based in shopping centres with increasingly late opening hours up to 9pm.</p> <p>All food is cooked from scratch in each branch with bakers cooking from 6.30/7am every morning.</p>
Opportunities for Irish food and drink suppliers	<p>The key area for growth for BBs is the savoury / evening menu. They are willing to work with suppliers with innovative ideas to develop menu options with high potential that will help to differentiate BBs from their competitors.</p> <p>BBs 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.</p> <p>Currently available Irish produced ready to cook or bake products are too expensive for BBs. There may be opportunities for high quality ready to cook or bake products at a reasonable cost.</p> <p>BBs 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.</p> <p>There is little room for brands in BBs as 90% of products sold are sold under the BBs Coffee and Muffins brands.</p>

	Both chilled and frozen storage facilities are available and the preference varies by product.
Purchasing policy and supplier requirements	<p>BBs have a preference to source food products and ingredients locally if they can achieve the right price for the right quality. Consistent quality is a key purchasing decision criteria.</p> <p>BBs also have a preference to deal with producers with nationwide distribution. If producers do not have nationwide distribution themselves then BBs will source their products through distributors.</p> <p>All direct supplier's 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 purchasing manager for stores on the island of Ireland. The stores themselves place the orders. All deliveries are made direct to store either by producers or distributors.</p> <p>All contracts with current suppliers are tendered out biannually. This is done on a direct basis.</p> <p>Case size and shelf life requirements vary by product.</p>
Distribution providers	Suppliers to date deliver directly to BB's
Advice to new suppliers	The purchasing manager would prefer to be contacted via email or landline (see above).

Butler's Chocolate Café

Address: Butlers Chocolates, Clonshaugh Business Park, Dublin 17, Ireland

Website: www.butlerschocolates.com Phone: 01 6710599 email: chocolate@butlers.ie

Company Profile	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 with two outlets. They also operate four international branches, three of which are franchise operated. The Irish branches are all company-operated.
Relevant purchasing contacts	Purchasing manager: Michelle McBride E mail: michelle@butlers.ie Phone 01 671 0599
Product mix	The cafés originally were focused on chocolate sales in parallel to a limited food and beverage offer. In more recent times, Butlers have expanded their food offer which now includes categories such as confectionery – both chilled and ambient, pastries, hot beverages, sandwiches and ice cream. Not all of the outlets can stock the full range due to space and storage restrictions.
Opportunities for Irish food and drink suppliers	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 hot savoury products, tray bakes (both hot and cold) and ambient products such as scones etc. 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.
Purchasing policy and supplier requirements	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. 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 purchasing manager by email and once interest is signalled in your range, a small quantity of samples should be supplied. The business can stock either chilled or frozen product with a preference for chilled.
Distribution providers	All distribution to Butlers Chocolate Café is provided by the individual producers. Producers are expected to supply the high volume stores in Dublin a number of times per week but Butlers are willing to consider a more limited delivery service to the Galway and Cork stores with the option of looking at frozen products for these

	<p>stores also.</p> <p>Producers need to be aware that most of Butler’s stores have very restricted storage space and a high frequency of delivery will be required to the busy stores – up to 4/5 times per week, depending on the product category.</p> <p>Butlers do not use any distributors and prefer to deal directly with producers.</p>
Advice to new suppliers	<p>Butlers place a strong emphasis on producers taking ownership of the account and providing good key account management skills.</p> <p>They also request that producers have a clear understanding of what the Butlers business is about and have clearly researched the business before they make 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 sizes do not work in this arena.</p>
Other information	<p>Payment terms are 30 days from invoice.</p>

Café Java

Address: 145 Upper Leeson Street Dublin 4.

Website: under construction. Tel 01 660 8775 Email: cafejava@eircom.net

Company Profile	<p>Café Java is a wholly owned corporation. They have 6 cafes, all in central Dublin locations.</p> <p>The current main activity is the provision of breakfasts, lunches, Sunday brunch and a day-long café. The same menu is available in all cafes.</p> <p>The main customer profile is office workers during the week and families at the weekends.</p>
Relevant contacts	<p>The main contact for purchasing is Garry Farrell, the Group Finance Director. He may be contacted on 01 6608775.</p>
Product mix	<p>Café Java offers a full breakfast menu and full lunch menu including salads, snacks and 12 to 13 varieties of coffee.</p> <p>The cuisine is predominantly continental and cooked from scratch inhouse.</p>
Opportunities for Irish food and drink suppliers	<p>Café Java is always on the look out for new premises to expand from the current number of 6 cafes.</p> <p>They are currently changing the menu, although they tend to use the same basic ingredients.</p> <p>There are opportunities for Irish suppliers to come up with innovative new products for the menus. It is up to Irish suppliers to research the menus and come up with new ideas. There is also an opportunity for chilled fresh, high quality baked products to reduce wastage.</p> <p>All of Café Java's suppliers are Irish, although there may be some imported fruit and vegetables brought in by their fruit & vegetable supplier.</p> <p>There is only room for takeaway branded drinks in the operation. All food products are under the Café Java brand name. There is growth potential for more chilled fresh products. There is very little frozen produce for storage reasons.</p>
Purchasing policy and supplier requirements	<p>Café Java has a preference to source local produce, although in the main they find Irish produce more expensive than imports.</p> <p>The purchasing policy is quality at the right price. Even more important than price is the consistency of product quality, which is very important as the same menus are served in each café, and the</p>

	<p>produce should be the same in all. Consistency of delivery times is also very important.</p> <p>All suppliers must have a minimum of HACCP and must supply references from other customers. Café Java also makes personal visits to premises.</p> <p>Purchasing is centralised in that the finance director approves a list of suppliers and sets the terms and conditions. It is then up to the store managers in each café, run as separate entities, to place the orders.</p> <p>The finance director and operations manager influence the purchasing decisions.</p> <p>There are daily deliveries to each café. As storage is at a premium in the cafes, they need daily deliveries (6 days per week), less frequently for frozen, although this comprises a small percentage of supplies.</p> <p>Case size and shelf life expectations vary by product, though due to the storage issue, there is an emphasis on smaller case sizes.</p>
Distribution providers	<p>Café Java use Musgrave Foodservices and Pallas Food predominantly (60 – 70% of their business), Dairyland Cuisine and Kerry Foods. For fruit & vegetables they use a combination of Sean Hussey and Caterways.</p>
Advice to new suppliers	<p>New suppliers should contact the finance director as above. Be conscious of case size requirements and the need for frequency of deliveries. Consistency of quality and competitive pricing are very important.</p>
Other information	<p>Credit terms are 45 – 90 days, with 30 suppliers on a monthly direct debit basis.</p>

Esquires Coffee Houses

Address: Vision House, 16 Briarhill Business Park, Ballybrit, Galway
 Website www.esquirescoffee.ie Tel 091 700055 Email: info@esquirescoffee.ie

Company Profile	<p>Esquires is a franchise business with 10 stores in Ireland, 7 in the South and 3 in the North, managed by Esquires head office in Galway. There are a further 30 – 35 outlets in the UK.</p> <p>The main activity of the stores is to provide a full range of hot and cold drinks, light lunch and snack products.</p> <p>The turnover for 2008 was €5m in retail value.</p> <p>All stores are based in shopping centres or town centres and cater for all demographics.</p>
Relevant purchasing contacts	<p>Managing Director: Tony McVery E mail tony@esquirescoffee.ie Phone: 091 700055</p>
Product mix	<p>The product mix is hot and cold drinks i.e. coffees, frappes, teas, fresh juices, milkshakes and smoothies, soft drinks, sandwiches, Paninis, ciabattas, baguettes, wraps, cakes and pastries.</p> <p>All baked goods are cooked in-house in each of the stores.</p> <p>Meats are bought in pre-cooked and are reheated in-store.</p>
Opportunities for Irish food and drink suppliers	<p>The key areas for growth are expansion of stores into Dublin and large town centres nationwide.</p> <p>There is huge demand for gluten free products and an opportunity to provide large quantities of gluten free products at a reasonable cost. Current Irish suppliers are too expensive, producing batch sizes that are too small and distribution difficulties are encountered.</p> <p>Gluten free products currently sell very well in their Kilkenny store and are baked in-house by the chef there.</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 brands. There is room for brands in the operation.</p>
Purchasing policy and supplier requirements	<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. Esquires prefer to minimise the number of suppliers to 5 or 6 to make it easier for the franchisees.</p>

	<p>Their 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 managing director. 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, 6 days per week. Produce is predominantly chilled with 2/3 chilled and 1/3 frozen, with the chilled component growing.</p> <p>Preferred case size and shelf life requirements vary by product.</p>
Distribution providers	Kingfresh, Glanbia, Pallas Foods, Cuisine De France and Olhausen
Advice to new suppliers	<p>New suppliers should approach the managing director on 091 700055 or email tony@esquirescoffee.ie.</p> <p>The company is anxious to buy Irish.</p>
Other information	Credit terms are 30 days from the end of month.

Insomnia

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

Website: www.insomnia.ie

Phone 01-6719662

email: info@insomnia.ie

Company profile	<p>Insomnia (Red Coral Catering Ltd) is the largest leading independent premium coffee and sandwich retail chain in Ireland. Turnover in 2008 was €13 million at retail value. Turnover was 56% beverage and 44 % food.</p> <p>The company was established in 1997 by four Irish entrepreneurs who identified an opportunity to exploit the rapidly growing market for premium gourmet coffee.</p> <p>In 2002, the company acquired the Bendini & Shaw sandwich chain to provide a complementary sandwich and food product to its premium coffee. A further acquisition of the Perk chain of coffee shops took place in October 2005.</p> <p>In December 2007, The Penninn Group purchased a 51% majority stake in the privately owned coffee company. Penninn is a major Icelandic based diversified group with interests in retail, coffee roasting and distribution, office supplies and book stores. The shareholders of Insomnia retain a 49% stake and are actively involved in managing and developing the business.</p> <p>The company now has 52 outlets, included in this are partnerships with Spar, Meadows & Byrne and Gardenworks. All these outlets are based in the Dublin area with the exception of individual outlets in Cork, Meath, Wicklow and Kildare.</p>
Relevant purchasing contacts	<p>Marketing Manager : Catherine Cullen email: Catherine@insomnia.ie Operations Manager: Radka Smiskove email: Radka@insomnia.ie</p>
Product mix	<p>The main activity is the provision of coffee, sandwiches, soup and pastries. The company primarily services the coffee to go, breakfast, lunch and snacking markets. The biggest customer group are consumers within the ABC1 bracket within the age group of 25 to 45 years.</p> <p>All food is prepared in advance by third parties with the exception of hot beverages which are produced on demand. Sandwich production has been outsourced since January 2009.</p>
Opportunities for Irish food and drink suppliers	<p>The company sees growth opportunities in the areas of pastry, cakes, and bakery in particular. Insomnia encourage potential suppliers to visit their outlets to ascertain what products they could improve or what products that they believe would sit well in the Insomnia outlet and is within the supplier's production capability. Bread is an important part of the sandwich business and area in which Insomnia is always anxious to excel.</p>

	<p>There are obvious opportunities for soup and sandwich producers. All produce is sourced within Ireland with the exception of coffee. Insomnia would welcome proposals from Irish roasters / suppliers of coffee. The company is currently looking into the heat and serve business e.g. quiches, pastries, hot bagels.</p> <p>The majority of product stocked is own brand except for chilled drinks. There are no frozen storage facilities, food heating or keep hot facility but this is under review.</p>
Purchasing policy and supplier requirements	<p>In terms of purchasing policy, Insomnia has a preference for locally sourced produce. However, the ability to deliver 7 days per week between 4 am and 7 am is an important criteria.</p> <p>As part of the process of getting to know their suppliers better, the Insomnia team hold business meetings at the supplier's premises. In addition, a QA audit is conducted on suppliers.</p> <p>All purchasing is centralised. Although there are no fixed tender dates, there is a NPD team which continuously undertakes specific category range reviews every 6 weeks.</p> <p>The purchasing decision is influenced by the NPD team, taste being an important factor. Operations and marketing are also involved in purchasing decisions. A product's suitability for the Insomnia model is always assessed. To get an understanding of their model, the company recommends that potential suppliers visit one of their outlets.</p> <p>Pricing is reviewed by the chief executive officer and the operations manager before terms are agreed by the finance director with suppliers.</p> <p>Each individual store places its own orders either via telephone or email.</p> <p>Preferred case size is 24 and this includes mixed cases. Experience in dealing with shelf lives as short as 2 days is required.</p>
Distribution providers	<p>All key short shelf life suppliers deliver direct on a daily basis. There is no third party chilled distributor. Ambient supplies are delivered by BWG on a weekly basis. JFK Disposables deliver paper ware and chocolates weekly.</p>
Advice to new suppliers	<p>Visit an outlet and see how your product would fit into their model and improve or complement their offering. Understand how you would see the product being handled and served. Then contact either of the above contacts. Insomnia welcomes innovative suppliers who proactively embrace NPD.</p>
Other information	<p>Credit terms are 30 days.</p>

Itsa...

Address Unit 56a, Blackthorn Road, Sandyford Industrial Estate, Dublin 18
Website: www.itsabagel.com Phone: 01 2935994 email: info@itsabagel.com

Company Profile	<p>Itsa is made up of a chain of four bagel stores, three restaurants, a café and a full service catering company called Feast.</p> <p>There are four bagel stores in Dublin - Dun Laoghaire, Fitzwilliam Lane, Arnotts on Henry Street and at their head office in Sandyford.</p> <p>The three restaurants are located in Sandymount (Itsa4), Brown Thomas Dublin (The Table) and Brown Thomas, Cork.</p> <p>The café is based in the Irish Museum of Modern Art in the Royal Kilmainham Hospital.</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>
Relevant purchasing contacts	<p>Purchasing Manager: Roark Cassidy E mail: roark@itsa.ie E mail is the preferred method of communication</p>
Product mix	<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 very 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.</p> <p>Feast Catering caters for social and corporate events including weddings, christenings, high end fashion launches and corporate dinners and has a contract with the OPW to provide catering for venues such as Farmleigh estate in Dublin.</p> <p>75% of the food is prepared on each of the premises, with 25% being 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>

Opportunities for Irish food and drink suppliers

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.

Itsa is very loyal to its current suppliers (37 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.

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.

Itsa is currently seeking an Irish manufacturer of good quality authentic American style bagels, which they have been unable to source so far. Itsa is currently importing bagels from the US.

There is room for Irish artisan brands in the operation. Itsa has both chilled and frozen storage facilities.

Purchasing policy and supplier requirements

Itsa has a strong preference to source local produce from Ireland.

The purchasing policy of the company is quality first and then price, good service, 60 day payment terms and LTA discounts for high volume.

The premises of all fresh food suppliers to Itsa are audited annually directly by the company, either by the executive chef or the purchasing manager. BRC is preferred, or HACCP as long as procedures are strictly adhered to.

Purchasing is centralised through the purchasing manager and the executive chef, Neil Shirt.

The purchasing manager 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 the centrally agreed terms.

Goods are received 6 days per week.

Orders are placed by phone and fax.

The case size and shelf life requirements vary by product category.

	<p>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>
Distribution providers	<p>Itsa deals directly with most suppliers and only uses distributors occasionally. e.g. Pallas Foods as they have a good selection of products.</p>
Advice to new suppliers	<p>Potential suppliers should be well prepared before they approach Itsa. They should do their research on the Itsa product range and only approach the company with products that would work for Itsa. Be aware that Itsa ingredients must not contain any artificial colours, preservatives or flavours as this is core to the company's identity.</p> <p>Itsa is a strong supporter of Irish artisan products, particularly for the restaurants.</p>

O'Briens Sandwich Bars

Address: 23 South William Street, Dublin 2

Website: www.obriensonline.com and www.obriens.ie (for customer catering)

Phone: 01 472 1400 email: info@obriens.ie

Company Profile	<p>Founded in 1988 by Brody Sweeney, O'Briens expanded its presence over several countries since its foundation. The concentration of the business however, is on the Irish and English market. Within the Republic of Ireland there are approx 100 outlets and a further 30 outlets in Northern Ireland. All of these shops are run on a franchise basis.</p> <p>In 2009 the business was bought by Impless Limited which in turn is owned by Abrakebabra Holdings Limited.</p> <p>While the business sells food in a number of categories e.g. cakes, cold beverages etc. the main strategic focus of the business is on sandwiches and coffee/tea. Menus instore 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. As well as selling through their shops, O'Briens have recently increased their focus on party and event catering through their new website www.obriens.ie. The catering business offers a wider range of products than the traditional store.</p> <p>In more recent years the O'Briens shop model has focused on the larger stores, with a significant amount of sit-down seating as opposed to the traditional 'high street' take away. The future focus will be on these larger shops.</p>
Relevant purchasing contacts	<p>Franchise director: David Zebedee Email: dzebedee@abrakebabra.net Phone: 01 496 7162</p>
Product mix	<p>The food offer 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 with toasted product being a significant part of the range.</p> <p>This means that a large part of the products supplied to O'Briens are ingredients for sandwiches or the various carriers e.g. breads, wraps etc.</p> <p>The catering business has a broader range such as dips, cooked meats, canapés etc. No raw product is handled instore and everything must be pre-cooked.</p>
Opportunities for Irish food and drink suppliers	<p>The biggest opportunities for Irish manufacturers lie around the areas of cheeses and meats and there is a strong preference to support Irish producers where that is commercially viable.</p>

<p>Purchasing policy and supplier requirements</p>	<p>O’Briens deals with producers in two different ways. The majority of producers deal with one of a number of distributors who supply the franchise outlets. O’Briens also has a direct relationship with a small number of producers with whom it deals directly for commercial arrangements and then request one of their distributors to carry these products for an agreed fee.</p> <p>O’Briens recommend that in the first instance, producers should contact one of the main distributors (see below) and specify that their product idea is for O’Briens. This will allow the distributor to showcase your product at a product-development meeting. Producers can also make direct contact and this should be in the form of an email providing a brief summary of the business, who the producer is currently supplying and information on prices, company size and capacity. O’Briens do not request long supplier presentations and are only interested in the key facts above as a first point of contact. Purchasing decisions are normally based on quality (taste, texture etc), price and the reliability of the producer.</p> <p>For producers dealing with O’Briens directly, a third party QA audit will need to be conducted and this needs to be paid for by the producer (approx €500). For producers supplying through the nominated distributor, the distributor will specify QA requirements.</p>
<p>Distribution providers</p>	<p>The main distributor supplying O’Briens in the Republic of Ireland is Pallas Foods for all chilled, frozen and some ambient products (Pallas Foods also have an NPD facility for O’Briens where alot of new concepts and products are first tested). Simply Direct, Johnston, Mooney & O’Brien, Zeus Packaging and Cuisine de France distribute other products.</p> <p>In Northern Ireland, Lynas Foodservice is the main distributor.</p> <p>EDI requirements, delivery frequency etc. are determined by the relevant distributor who will advise the producer.</p>
<p>Advice to new suppliers</p>	<p>O’Briens are always eager to find new products on the market place. To increase the chances of a producer getting listed, it is best to fit in with their category review calendar. For producers eager to supply the UK operation, the best advice is to start supplying the Irish operation and get your product listed as a core ingredient for both the Irish and the UK operations. The UK has a separate purchasing office.</p> <p>O’Briens have emphasised that the professionalism of prospective producers is very important to their decision-making process. Issues such as set-up procedures for new listings, response times to quality issues, consistency of product and thorough follow-through are all expected standards which are sometimes not met and cause producers to fail in the listing process.</p>
<p>Other information</p>	<p>Credit terms etc will be determined by the individual distributor.</p>

	Suppliers payment is always via the distributor, rather O'Briens.
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Subway

Address: Rapid House, 40 Oxford Road, High Wycombe, Bucks, HP11 2EE, England
 Website: www.europeanipc.com Phone: +44 (0) 1494 511620 email info@eipc.eu

Company Profile	<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. EIPC acts as a cooperative for European Subway franchisees, purchasing on their behalf.</p> <p>There are 2,829 Subway restaurants in 30 countries across Europe. The UK is their biggest market, with 1,350 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>
Relevant purchasing contacts	<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>http://www.europeanipc.com/GB/aboutus_supplieropps.aspx</p>
Product mix	<p>The core food offering for Subway is submarine sandwiches, rolls, fillings, snacks 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 their meat products are all pre-cooked, sliced and frozen. Vegetables and cheese are also preprepared.</p>
Opportunities for Irish food and drink suppliers	<p>One key area for growth for the Subway menu is the breakfast offering.</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 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>The company must keep a balance between expansion and keeping the product offering simple.</p> <p>Subway is already a strong supporter of Irish suppliers. Dawn Farm Foods supply all of the meat products for the UK, Ireland and Europe. The breads are sourced from Evron in Portadown, and cheese is sourced from DPP in Northern Ireland.</p>
<p>Purchasing policy and supplier requirements</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 is currently under review.</p> <p>BRC is mandatory for all suppliers to Subway. Subway also carries out its own risk based 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 themselves through each country’s appointed distributor. In the UK this is 3663, and in Ireland it is Musgraves nationwide, through both the Dublin and Belfast depots. Orders are placed via telesales, the internet and phone.</p> <p>Musgraves 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>Distribution providers</p>	<p>Musgraves is Subway’s sole distributor nationwide, through both the Dublin and Belfast depots.</p>
<p>Advice to new suppliers</p>	<p>New suppliers should contact the EIPC purchasing team for Europe via the extranet website address: http://www.europeanipc.com/GB/aboutus_supplieropps.aspx</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 Musgraves. Be aware that scale of production is extremely important for most products supplied to</p>

	Subway. There are very few niche suppliers to Subway and only in instances where the restaurants specifically request to source locally produced products. All potential new suppliers must in the first instance make contact with the EIPC European purchasing team via the extranet above.
Other information	Subway's credit terms are the supplier's own e.g. for Ireland it is Musgrave's normal credit terms.

The Bagel Bar

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

Website: www.thebagelbars.com Phone 01 4661670 email: info@thebagelbars.com

Company Profile	<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 20 franchised outlets in Ireland located as follows: Dublin (9), Cork (3) and one in each of Waterford, Wexford, Sligo, Offaly, Donegal, Louth, Westmeath and Derry. Two of the outlets are owned by the franchisor.</p> <p>The main activity of the franchisees is the supply of bagels, wraps, Paninis, sandwiches, subs, hot beverages, smoothies, pastries and salads. The franchisor also imports bagels from the UK for use across the franchise and for wholesale supply to 3rd parties.</p> <p>18 to 35 year old professionals and general population constitute the target market. The eating occasions primarily serviced are breakfast and lunch. The majority of outlets do not trade at night.</p>
Relevant purchasing contacts	<p>Operations Director: Clyde Jamison email: clyde.jamison@thebagelbars.com Phone: 01 4661670</p>
Product mix	<p>Bagels, wraps, Paninis, sandwiches, subs, hot beverages and smoothies, pastries and salads.</p> <p>All foods are assembled to order in store with the exception of smoothies, pastries, and salads. Storage facilities are in place for chilled and frozen.</p>
Opportunities for Irish food and drink suppliers	<p>The company has recently consolidated its supplier base by moving much of the distribution to one provider.</p> <p>The Bagel Bar has a number of new concepts which are to be launched in the near future. These concepts are designed to provide broader breakfast and lunch solutions as opposed to the previous offerings which were specialised in bagel and sandwich type meal solutions.</p> <p>Approaches from suppliers with products that will increase sales are always welcome. The operator 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>With the exception of bagels, all products are sourced in Ireland. The Bagel Bar is confident that the quality of its bagel differentiates</p>

	<p>it from its competitors. There is room for other brands in the Bagel Bar.</p>
<p>Purchasing policy and supplier requirements</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 3rd party nominated health and safety officer who is currently provided by Biocare. Suppliers are audited against standards set by the Food Safety Association (associated with Biocare).</p> <p>Purchasing is centralised through the operations 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 10 am.</p>
<p>Distribution providers</p>	<p>Distribution has been consolidated 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>Advice to new suppliers</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 operations 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 operations director will follow up on the email.</p>

The Streat Cafés

Address: 10 High Street, Holywood, County Down, BT18 9AG

Website: www.thestreat.com

Phone: 02890 42 42 80 email: info@thestreat.com

Company Profile	<p>Streat Cafés is a franchise operation, established in Belfast 10 years ago. There are now 30 branches throughout Ireland, 25 in the North of Ireland and 5 in the Republic and expansion is continuing into Scotland.</p> <p>In the Republic of Ireland, the branches are located in Letterkenny, Portlaoise, North Wall Dublin, City West and another is due to open soon.</p> <p>The main activity is deli-style cafés located in market town centres and city centres.</p>
Relevant purchasing contacts	<p>Purchasing manager: Jane until February 2010 and then Fiona E mail: jane@thestreat.com and fiona@thestreat.com Phone: 02890 42 42 80</p>
Product mix	<p>The food offering is deli style and covers breakfast products, sandwiches (wraps, paninis, ciabatta, and soda bread) hot food (hot dogs, soups, champ), salads, desserts, treats, a kids menu, juices and smoothies and a range of teas and directly sourced coffees.</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>
Opportunities for Irish food and drink suppliers	<p>The key area for growth is in the varieties of treats and snacks. Streat is keen to expand their range of gluten free products for this category and those for customers with other dietary requirements.</p> <p>There is no room for brands in the operation as all products are sold under Streat's own label.</p>
Purchasing policy and supplier requirements	<p>There is a preference to source local produce. Most products are sourced through Streat's main distributor, Hendersons.</p> <p>The number one criteria for Streat'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</p>

	<p>purchasing manager approves all new accounts and new products, and informs franchisees of the nominated panel of suppliers.</p> <p>The cafés themselves place the orders and all deliveries must be made direct to them.</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>
Distribution providers	<p>Hendersons is the main distributor for all of Streat’s food and beverage suppliers apart from other large producers with nationwide distribution e.g. Coke.</p> <p>Producers of individual items and smaller producers will be put into contact with Hendersons by the purchasing manager.</p>
Advice to new suppliers	<p>New suppliers should send samples of produce into the purchasing manager at head office.</p> <p>Nationwide distribution is a requirement. Otherwise, a producer must supply through Hendersons. Distribution cost should be built into pricing.</p> <p>Gluten free products and products meeting other dietary requirements are of most interest to Streat currently.</p>
Other information	<p>Credit terms are 30 days, though there are other options for 7 days.</p>

Zumo International

Address: Zumo International, Unit 239-240, The Capel Building, Mary's Abbey, Dublin 7.
 Website www.zumojucebar.com Phone: 01 878 8641 email: info@zumojucebar.com

Company Profile	<p>Zumo Bars were founded in 2001 and today Zumo is the largest juice and smoothie bar chain in Europe with over 110 establishments in 14 countries, 35 of which are in Ireland.</p> <p>Zumo appeals to all demographics, but their main target market is 18 – 35 year olds.</p>
Relevant contacts	<p>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 on 087 689 8979 or ian.mullin@zumojucebar.com.</p> <p>Joy Goulding is the Purchasing Manager and may be contacted on 01 8788641 or joy@zumojucebar.com.</p>
Product mix	Smoothies, juices, fruit & yogurt parfaits.
Opportunities for Irish food and drink suppliers	<p>Zumo is in the process of expanding their product range.</p> <p>There are opportunities for Irish suppliers in innovative new food products that tie in well with the Zumo brand.</p> <p>Taste, quality and consistency with all 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 value than the imported alternative.</p> <p>As they are now a multinational company, Zumo is keen to meet suppliers with international distribution chains.</p>
Purchasing policy and supplier requirements	<p>Quality and taste are key factors in Zumo's purchasing policy. Price is now also a major consideration. Zumo look for very high quality ingredients at a competitive price.</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 make the final decision.</p> <p>Zumo requires the relevant food safety and HACCP compliance. All approaches from new suppliers are welcome.</p>
Distribution providers	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 8788641.
Advice to new suppliers	New suppliers should contact the product development manager in the first instance.

Other information	Credit terms are 45 to 60 days
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TRAVEL

Aer Lingus Catering Address: Flight Kitchen, Dublin Airport Website: www.aerlingus.com Phone: 01 8862632 email: james.keaveney@aerlingus.com	
Company Profile	<p>Aer Lingus and its flight kitchen have been in operation since the 1930's. Over that period the industry has seen many changes.</p> <p>A team of 6 chefs currently prepare meals in the flight kitchen for premier passengers on the transatlantic flights. Meals for economy passengers on transatlantic flights are bought in ready to heat. Sandwiches for the in flight trolley service are produced off site by a third party.</p>
Relevant purchasing contacts	<p>Head Chef: James Keaveney E mail: james.keaveney@aerlingus.com Phone: 01 8862362</p>
Product mix	<p>On transatlantic flights, the cuisine on offer to premier passengers is international and includes Irish, Asian and Mediterranean inspired dishes.</p> <p>The premier transatlantic service consists of 4 menus (known as rotations) which are rotated every month. Each rotation menu contains 4 main meal options as follows:</p> <ol style="list-style-type: none"> 1) Red meat – beef or lamb 2) White meat – chicken or duck 3) Vegetarian 4) Fish <p>A selection of hot and cold canapés and desserts are also on the menu.</p>
Opportunities for Irish food and drink suppliers	<p>There are up to 120 meals per day produced in the flight kitchen for the premier 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. At the time of writing, the next menu review date has yet to be announced.</p> <p>The number of economy passenger meals on the transatlantic service varies between 1,200 to 2,200 meals per day and depends on the number of passengers travelling. These are currently produced in Ireland. They are bought in frozen, are tempered down in the flight kitchen and are heated on the aircraft.</p> <p>In addition to the above, approximately 2,000 sandwiches are</p>

	<p>purchased per day for the trolley service. These are currently produced in Northern Ireland.</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>
Purchasing policy and supplier requirements	<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 who use their own audit criteria.</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 e mail or telephone.</p> <p>Deliveries are received Monday to Friday, except for deliveries of bread and sandwiches which are received 7 days per week.</p>
Distribution providers	<p>Distributors to the flight kitchen include Pallas Foods, La Rouse, BWG, and Musgrave Foodservice. A number of suppliers deliver directly.</p>
Advice to new suppliers	<p>Contact the head chef via telephone and e mail. Arrange to send in samples for review.</p>

EFG Catering

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

Website: www.efg.ie

Phone: 061 475625

email: info@efg.ie

Company Profile	<p>EFG Catering provides an in flight catering service to all aircraft that travel through Shannon airport.</p> <p>Approximately 150 to 200 meals per day are produced in house for first class and business class customers. Up to 2,000 economy meals per day are sourced for economy passengers. Private jets are also catered for.</p>
Relevant purchasing contacts	<p>Purchasing Manager: Art Karabanau E mail: info@efg.ie Phone: 085 1694717</p>
Product mix	<p>The company caters for 12 airlines of which 6 visit Shannon on a seasonal basis. In addition, corporate and private flights are catered for. Each customer has its own detailed menu specifications.</p> <p>The meals for business and first class customers are prepared in house from scratch in accordance with the airline's specifications. The meals for economy passengers are sourced on the continent and are bought in frozen. There are three large plants in Europe producing frozen meals for economy passengers. They are located in Holland, Germany and the United Kingdom.</p>
Opportunities for Irish food and drink suppliers	<p>EFG Catering hosts menu presentations for its customers from time to time. The use of Irish ingredients is encouraged by EFG Catering. 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. For example, a leading Irish supplier of handmade chocolates produce chocolates that are now served by many American carriers on both domestic and international flights. These opportunities should be explored with the actual airlines rather than catering providers such as EFG Catering. A list of airlines is available at en.wikipedia.org/wiki/List_of_airlines.</p>
Purchasing policy and supplier requirements	<p>EFG Catering 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>The company breaks its market down into three sectors. The purchasing policy is different for each of three sectors as follows:</p> <ol style="list-style-type: none"> 1) Corporate Jets – quality is the only consideration. 2) Business and First Class – quality at a reasonable cost. 3) Economy – cost is the primary consideration. <p>Suppliers are audited by EFG Catering who use their own internal criteria. Some airlines require monthly micro biological testing of</p>

	<p>produce.</p> <p>Purchasing is centralised through the purchasing manager. Products are assessed for quality by the Head Chef, Danny Miller, and the purchasing manager is influenced in his decision making by the three directors of the company: Ean Malone, Fiona Barry and Ger Connolly.</p> <p>The chef and purchasing manager place orders. Goods are received between 8 a.m. and 4 p.m.</p>
Distribution providers	Pallas Foods deliver chilled and frozen produce. BWG Foodservice supply mostly ambient goods. Richardson's deliver fruit and vegetables. A number of local producers deliver directly.
Advice to new suppliers	Contact the purchasing manager via email and arrange a meeting via telephone. The company is a strong supporter of local producers.

Gate Gourmet Ireland

Address: Heathrow West, Building 1071, Southampton Road, Heathrow Airport, Hounslow, Middlesex, TW6 3AQ, United Kingdom

Website: www.gategourmet.com Phone: +44 208 757 6400 email: e.kremers@gategourmet.com

Company Profile	<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 canteens. The Irish operation carries out its own procurement from Irish suppliers.</p>
Relevant purchasing contacts	<p>Production and Procurement Manager: Eric Kremers E mail: e.kremers@gategourmet.com Phone: +44 208 757 6400</p>
Product mix	<p>All meal, snack and drink offerings are catered for. The food offering is segmented as follows:</p> <p>Firstly, all business class meals and snacks are cooked from scratch on site at the airports. The ingredients, usually in small quantities, are sourced locally from Irish suppliers and therefore usually command a higher price.</p> <p>Secondly, the economy/chartered airline meals are sourced from all over the world, usually from continental Europe, and come in pre-cooked frozen form. The airlines dictate who the suppliers are for these meals to achieve high volumes and competitive pricing.</p> <p>All business class meals are prepared the same day as the flight to ensure that they are as fresh as possible. Economy meals, bought in frozen, are defrosted the day of the flight to ensure that they reach the correct temperature for re-heating during the flights. The type of cuisine is international and varies by airline. Some airlines carry both ethnic and international menu options.</p>
Opportunities for Irish food and drink suppliers	<p>Gate Gourmet Ireland sources rolls, fruit and juices from Irish suppliers for economy meals.</p> <p>The menus, particularly for long haul flights, change frequently at regular intervals, often monthly. 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, although Gate Gourmet Ireland is also involved in the design process as they must source the ingredients and relevant supplies. Some menus are therefore more “supply side driven” than others.</p> <p>Gate Gourmet Ireland is always on the look out for new ideas for fresher, organic and healthier menu options from their supply chain,</p>

	<p>but these would be in small volumes as they are solely for the business and first class segments of air passengers.</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> <p>The only room for brands is for products sourced for on-board sales. Most products are decanted for use on planes, and therefore a premium price for a branded product is not warranted.</p>
<p>Purchasing policy and supplier requirements</p>	<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>Good quality produce is a given, and there must be buying leverage for large volume products, though this would be for a limited number of products for Irish producers, as the bulk of products for economy class (frozen ready meals) are sourced from outside of Ireland as dictated by the airlines.</p> <p>HACCP is a minimum requirement and Gate Gourmet Ireland also carries out its own hygiene and health & safety audits.</p> <p>Purchasing is centralised through the purchasing and procurement manager, who is also responsible for agreeing the terms and placing the orders, subject to approval. All supplies are tendered annually. Gate Gourmet Ireland is constantly looking for better, strategic partners, in an attempt to consolidate the number of suppliers they deal with, which currently stands at 50. This is partly to do with logistical reasons at the airports.</p> <p>Gate Gourmet Ireland and the airlines influence the purchasing decisions.</p>
<p>Distribution providers</p>	<p>Gate Gourmet Ireland deals with both producers directly, particularly for fresh food and meat, and distributor suppliers. The main distributors are Pallas Foods, BWG and Fresh Cut for prepared vegetables.</p>
<p>Advice to new suppliers</p>	<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 potentially 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> <p>Suppliers should also show innovative, consultative and problem solving strength, as they will be expected to work closely with Gate Gourmet Ireland in finding solutions to the challenges of in-flight</p>

	catering. Shelf-life and re-heat ability are key considerations for pre-prepared products. All suppliers must also show cost structure strength.
Other information	The only room for brands is for products sourced for on-board sales. Most products are decanted for use on planes, and therefore a premium price for a branded product is not warranted.

L. Connaughton & Sons Ltd. - Ship Chandlers

Address: Grand Canal Quay, Dublin 2

Website: www.lconnaughton.ie

Phone: 01 6713243

email: info@lconnaughton.ie

Company Profile	<p>Connaughtons, established over 50 years, is a ship chandlers supplying cruise ships, ferries, and all other types of vessels. Products supplied include fruit and vegetables, fresh and frozen meat and fish products in addition to a wide range of dry goods and tinned foods.</p> <p>Connaughtons operate a bonded warehouse from which they supply alcoholic beverages to embassies in Ireland and to the airlines for in flight consumption in addition to their seafaring clients.</p> <p>From its warehouses, Connaughtons supply the needs of up to 80 cruise liners that visit Dublin annually between May and September in addition to the needs of ferries, merchant and naval vessels.</p> <p>Connaughtons also export frozen 'Pat the Baker' bread to New York.</p>
Relevant purchasing contacts	<p>Company Secretary: Donal Connaughton Email: info@lconnaughton.ie Phone: 01 6713243</p>
Product mix	<p>In their bonded warehouse a stock of dry goods, tinned foods, frozen fish and frozen meat is held in addition to supplies of fresh meat. A large selection of alcoholic and non alcoholic beverages is held. Fresh foods such as fruit and vegetables and fish are sourced according to the needs of individual vessels.</p> <p>Cruise ships stock up with long shelf product in ports they call on where it is cheap to do so and therefore tend to restock with fresh items such as fruit and vegetables and fresh fish.</p> <p>The ferries do not visit as many ports as the cruise ships and therefore do not have the opportunity to take advantage of competitive pricing in far away ports. Thus, ferries purchase a much wider range of produce in Ireland.</p> <p>Ships are kitted out with full kitchens and food is therefore cooked from scratch.</p>
Opportunities for Irish food and drink suppliers	<p>The majority of ambient and frozen produce is currently sourced in Germany where pricing is currently most competitive. Frozen potato products and vegetables are not produced in Ireland and this presents a possible opportunity for Irish producers. Cruise vessels are price conscious and seek quotations for their requirements well ahead of visiting a port, allowing them to choose at which port they purchase particular supplies.</p> <p>Alot of their meat requirement is sourced in Ireland. All the pork</p>

	<p>supplied is Irish. Irish beef is supplied in addition to South American beef which is held in their bonded warehouse for sale to ocean going vessels for consumption at sea.</p> <p>There are opportunities for the supply of local species of fish. Fresh fish is on occasion not available when ships visit port. Also the cost of Irish fish is considered relatively expensive by visiting vessels and this presents a barrier.</p>
Purchasing policy and supplier requirements	<p>Connaughtons' purchasing policy is described as the procurement of quality produce at a reasonable price.</p> <p>Suppliers are required to present all the relevant paperwork to establish the safety of the food they propose to supply.</p> <p>Purchasing is centralised and purchasing decisions are made after consultation between the four Connaughton brothers who are in the business.</p> <p>Orders are placed via email and deliveries of all goods are received at the depot on Grand Canal Quay between 6 and 10 am.</p>
Distribution providers	<p>Pallas Foods supply speciality products such as rabbit. Musgrave Food Services and Leyden's supply general produce such as tinned goods. Frozen produce is purchased from Lynas Foodservice Limited and Glenhaven Foods. Produce is also purchased directly from local producers.</p> <p>The majority of tinned and frozen food is currently sourced in Germany.</p>
Advice to new suppliers	<p>Suppliers should contact the Company Secretary via email describing the proposition. The e mail will be responded to and if the product is of interest an appointment will be arranged. The company welcomes approaches from local producers who believe their products have a market in maritime catering.</p>

Irish Ferries

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

Website: www.irishferries.com

Phone: 01 855 2222

email info@irishferries.com

Company Profile	<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. 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 2008, the company carried 1.5 million passengers along with almost 400,000 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>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, thanks to its large vehicle carrying capacity.</p> <p>HSC Jonathon Swift serves the Dublin to Holyhead route and caters for up to 800 passengers per single trip.</p> <p>Note: MV stands for 'Motor Vessel' and HSC stands for 'High Speed Craft'.</p>
Relevant purchasing contacts	<p>Purchasing Manager: Alan Markey E mail: alan.markey@irishferries.com Phone: 01 855 2222</p>
Product mix	<p>On board, there are separate eating facilities for crew and passengers. All the conventional vessels (all the vessels except the HSC Jonathon Swift) 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 includes a fish counter and a vegetable offering.</p>

	<p>The MV Oscar Wilde has 3 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>
Opportunities for Irish food and drink suppliers	<p>Cost competitiveness coupled with 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>
Purchasing policy and supplier requirements	<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. The ships email their orders to the purchasing department who input the orders into the company's ordering system and forwards the orders onto suppliers via e mail.</p> <p>Purchasing is centralised through the purchasing manager. The supply base is always under review.</p>
Distribution providers	<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>
Advice to new suppliers	<p>Travel on board the MV Ulysses departing at 08:05 and travel back on board HSC Jonathan Swift arriving in Dublin port by 14:00 to understand the offering and to evaluate service requirements.</p> <p>Contact should be made with the purchasing manager via phone or e mail. 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 is possible.</p>

HMSHost Ireland Ltd

Address: Main Terminal Building, Cork Airport, Cork

Website: www.hmshosteurope.com Phone: 021 432 8852 email: barry@hmshost.net

Company Profile

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 branch at Cork Airport in 2006. Since then, the company has opened a further 4 food and beverage locations operated as franchisees in Cork airport, 5 in Shannon airport and 4 in Dublin airport as follows:

Cork Airport

- Red Bar (traditional Irish bar with traditional food)
- Food Market (Market feel restaurant combining local & international foods)
- Lir Café (local branded coffee & chocolate concept with hot & cold snacks)
- Sports Bar (bar with live coverage of sports combined with a hot & cold food menu)
- Starbucks (branded coffee concept)

In Shannon Airport

- Marsh Point Bar
- Estuary Restaurant
- Sheridan Pub
- Atlantic Coffee Company
- Segafredo Coffee Unit

In Dublin Airport

- Starbucks
- The Eating Place
- Food Hall
- The Brasserie

The customer profile is airline passengers, crews and airport staff.

Relevant purchasing contacts

Purchasing Manager: Padraig Barry
Email barry@hmshost.net
Phone: 021 432 8852

Product mix	<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> <p>The cuisine varies from traditional Irish to international.</p>
Opportunities for Irish food and drink suppliers	<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>An example is coffee. They always try to segment the different outlets and look for the best coffee brand match. So for instance in Cork Airport, they are licensee of a Starbucks Store, in the Food Court they have a shop with Meagher Coffee (Cork based roaster), and in other outlets they use Dutch Coffee Masters, also a Cork based coffee.</p>
Purchasing policy and supplier requirements	<p>HMSHost has a strong preference to source local produce.</p> <p>Within a tender process for product categories, HMSHost tries to get as many local companies involved 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 area so 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 3 parties (HMSHost, producer & distributor) would 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. The orders are placed by the locations themselves.</p>
Distribution providers	<p>HMSHost has a small number of distributors which are handling 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 to their units.</p>
Advice to new suppliers	<p>Contact the Purchasing Manager for Ireland via email in the first instance.</p>

Rail Gourmet

Address: Riverside House, Heuston Station, Dublin 8

Website: www.railgourmet.com Phone: 086 6096329 email: sotoole@railgourmetuk.com

Company Profile	<p>RG 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>
Relevant purchasing contacts	<p>Marketing Manager: Sinead O'Toole Email: sotoole@railgourmetuk.com Phone: 086 6096329</p>
Product mix	<p>There are 4 types of services provided on the trains as follows:</p> <ul style="list-style-type: none"> - Trolley only service which is provided on all trains, except for commuter services. - Hot buffet in restaurant car in addition to a trolley service. - 10 services daily have a cooked breakfast to order in addition to a hot buffet and a trolley service. - 9 services per day have an all day gastro menu in addition to a breakfast service and a trolley service. <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>
Opportunities for Irish food and drink suppliers	<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 April and September/October.</p>
Purchasing policy and supplier requirements	<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 Irish Marketing Manager agrees terms with suppliers. The trains are stocked from three service centres as follows: Heuston station,</p>

	<p>Kent station, and Connolly station. Kent station in Cork is stocked from Heuston station in Dublin. Thus suppliers deliver to two points in Dublin – Heuston and Connolly stations. Orders are placed by both these Dublin service centres via e mail 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>
Distribution providers	<p>There are no third party distributors servicing this operator, apart from Musgrave Food Services who supply confectionery. Current supplier list includes Freshways for sandwiches, Gastro menu items and bread, Olhausen for breakfast meats, Nosebag for some Gastro menu items, and Irish Distillers who all deliver to the Heuston and Connolly stations.</p>
Advice to new suppliers	<p>Please contact the Marketing Manager via e mail or telephone and submit samples along with pricing. Supply direct to the two Dublin service centres should be given consideration.</p>

SSP Ireland

Address: 5th Floor Offices, Terminal Building, Dublin Airport, Co Dublin,

Website: www.foodtravelexperts.com

Phone: N/A

email purchasing@ssp.uk.com

Company Profile	<p>SSP (Ireland), 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 a week through its 16 outlets which includes three new units:</p> <ul style="list-style-type: none"> - Caviar House & Prunier - Starbucks - Burger King
Relevant purchasing contacts	<p>Purchasing Director: Greg Woodland E mail: purchasing@ssp.uk.com Contact by e mail is preferred.</p>
Product mix	<p>SSPs locations in Irish airports include the following which they operate on a franchisee basis:</p> <p>Café Select Café Select provides sandwiches, pastries, hot and cold drinks.</p> <p>Burger King 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>Real Food Company A once stop shop with its own bakery, deli, juice bar, salad bar, grab and go section and hot kitchen serving freshly made meals.</p> <p>Corner Café The Corner Café sells freshly made soups, jacket potatoes and a selection of tasty hot food.</p> <p>O'Brien's (x 2) O'Brien's Irish sandwich bar provides customers with a wide choice of fresh sandwiches, wraps, bagels, baguettes, soups, cappuccinos and lattes.</p> <p>Caffe Ritazza (x 5) Coffee for the discerning coffee lover specially blended from Central and South American beans. Choose from a great range of sandwiches, pastries and cakes.</p> <p>Golden Moments Golden Moments provides sandwiches, pastries, hot and cold drinks.</p> <p>Soho Coffee Co With a passion for the organic, Soho Coffee Co is dedicated to serving organic, fairtrade coffees from around the world and tasty fresh food of the finest quality.</p> <p>Starbucks Coffee experts</p> <p>Caviar House and Prunier Caviar and smoked salmon specialist offering fine gastronomy in its unique, contemporary dining style of its Seafood Bar.</p> <p>Upper Crust</p>

	Fresh baguettes baked fresh throughout the day and offering a wide selection of fillings.
Opportunities for Irish food and drink suppliers	<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>
Purchasing policy and supplier requirements	<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 require BRC or equivalent food safety accreditation. All suppliers must be audited by SSP or their 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 SSPs' extensive product range.</p> <p>The purchasing department agree the terms and units order goods.</p> <p>There are daily delivery windows and SSP is always looking for efficiencies in reducing drop numbers. EDI is required for orders.</p> <p>SSP requires various case sizes and always optimise case size to reduce distribution costs.</p>
Distribution providers	<p>SSP uses various distributors:</p> <ul style="list-style-type: none"> Pallas Foods Irish Merchants Derrynaflan Musgrave Foodservice
Advice to new suppliers	Potential suppliers should contact SSP via the purchasing email address above.

SANDWICH MAKERS & FOOD TO GO PRODUCERS

Freshways IDA Industrial Park, Poppintree, Finglas, Dublin 11 Website: www.freshways.ie Phone: 01 8644044 email: info.freshways@kerry.ie	
Company Profile	<p>Originally established in 1990 as Ireland's first ready-to-go sandwich brand, Freshways has grown to become Ireland's leading manufacturer and distributor of ready-to-go food options. There are approximately 55,000 sandwich type meals solutions produced by Freshways per day.</p> <p>The main business activity is the manufacture of sandwiches, wraps, paninis and salads and the distribution of the above in addition to the distribution of smoothies, juices, fruit pots and yogurts.</p> <p>Distribution is national.</p>
Relevant purchasing contacts	<p>NPD manager: Aisling Dullaghan E mail: aisling.dullaghan@kerry.ie Phone: 01 8644044</p>
Product mix	<p>The range consists of sandwiches, wraps, rolls, baps, paninis, salads, juices, and smoothies. No cooking is carried out on site, with only cooked foods brought on site. Salad leaf is washed and chopped on site. Coleslaw is manufactured on site.</p>
Opportunities for Irish food and drink suppliers	<p>The majority of ingredients are sourced from within the Kerry group. However, there are opportunities for manufacturers of ingredients that are not produced by Kerry. For example, all the mayonnaise and sauces requirements are currently sourced in the UK and this presents an opportunity for Irish suppliers.</p> <p>The NPD team is continuously searching for new and flavoursome recipes for the end consumer offering. Suppliers should review the current Freshways offering in the market place as a starting point.</p> <p>There is also the opportunity to identify and supply products that will complement the existing Freshways food to go range.</p>
Purchasing policy and supplier requirements	<p>Kerry operates a central purchasing system for all its sites. The central purchasing system purchases the ingredients for use in Freshways. The product specific buyers are based between Charleville, Cork, and Dublin.</p> <p>All suppliers must be Kerry approved. Suppliers are audited for food safety by an internal auditor prior to approval and are then routinely audited once supply has commenced.</p>

	<p>The purchasing decision is influenced by the NPD team in Freshways. The NPD team assess the proposed ingredient. If of interest, the ingredient will be included in factory production trials. If successful, the supplier is put in contact with the relevant Kerry buyer.</p> <p>Orders are placed by the planning and supply team via EDI. Production is 6 days per week and deliveries of some ingredients are required on a daily basis.</p> <p>The factory has chilled and frozen storage facilities. Case size is driven by the usage of the ingredient.</p>
Distribution providers	<p>Distribution of Kerry ingredients is provided by Kerry’s distribution network. Other suppliers deliver directly to the factory.</p>
Advice to new suppliers	<p>Contact the head of NPD via telephone and email and forward samples of ingredients with proposed recipes for use.</p>

GOVERNMENT CONTRACTS

Health Service Executive Address: HSE Procurement Portfolio & Category Management, Cherry Orchard Hospital, Ballyfermot, Dublin 10 Website: www.hse.ie Phone: 01 620 6280 email: joe.redmond@hse.ie	
Company Profile	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.
Relevant purchasing contacts	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 joe.redmond@hse.ie
Product mix	Fresh meats - lamb, beef, pork Fresh poultry - chicken, turkey Fresh fish Fresh bread confectionery Fresh eggs and pasteurised eggs Fresh fruit & vegetables Fresh dairy produce Ambient food products Frozen food products.
Opportunities for Irish food and drink suppliers	Suppliers should consider developing differentiation strategies that provide innovative product and supply chain channels to improve the existing level of service and reduce costs.
Purchasing policy and supplier requirements	<p><u>Foodservice Category Strategy</u></p> <ul style="list-style-type: none"> - Planned, proactive and continuous engagement with the internal customer and supply communities. - Determine opportunities in the supply market to reduce costs and improve service levels. - Conduct a robust competitive process in line with HSE Procurement Policy and EU Procurement Directives. <p><u>How to do Business with the HSE</u></p> <ul style="list-style-type: none"> - The main route for new business is through the Irish Public Sector Procurement website www.etenders.gov.ie. - Register your company interest by category of product and receive notification of new tender opportunities as they arise. - Engage with HSE Procurement through Portfolio & Category Management and Logistics and Inventory Management.

	<p><u>Things to consider when tendering to the HSE</u></p> <ul style="list-style-type: none"> - Is the requirement clear? If not seek clarification in line with the communications protocol specified in the tender documents - Answer all the questions as fully as possible, give examples and reference previous relevant experience. - Be clear and concise. - Follow the requested format and instruction to tenders. - Attach all requested documentation. - Make sure to get your tender in on time and to the correct address. <p>The HSE have ambient, chilled, and frozen storage facilities.</p>
Distribution providers	Foodservice product is sourced directly from the manufacture / processor and through wholesalers.
Advice to new suppliers	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.

Irish Prison Service

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

Website: www.irishprisons.ie

Phone: 043 33 35100

email: info@irishprisons.ie

Company Profile	<p>There are 14 institutions in the Irish prison system. Each prison has two canteens. One for the staff and the other for the 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. 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: www.etenders.gov.ie</p>
Relevant purchasing contacts	<p>Procurement Officer: Harry Dunne E mail: hpdunne@irishprisons.ie Phone: 043 33 35100</p>
Product mix	<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>
Opportunities for Irish food and drink suppliers	<p>The ingredient requirements of the prisoner kitchens are divided into 7 lots (meat, bakery, dairy, fruit and vegetable, oil, dried goods, and bread) and tendered out. These 7 lots are further divided into 5 geographical lots (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 are due for renewal in 2011. In the meantime, producers can approach the current suppliers (details listed under Distribution Providers) with a view to supplying them with produce to fulfil the contracts.</p> <p>The menus tend to remain unchanged.</p>

<p>Purchasing policy and supplier requirements</p>	<p>Purchasing policy is governed by EU legislation. The food requirements of the prisons are tendered EU wide. The Irish Prison Service cannot discriminate in the favour of any group of suppliers. However, local suppliers do have a logistical advantage.</p> <p>An ‘evaluation team’ consisting of IPS staff assess each tender based on the award criteria as set out in the tender documents.</p> <p>The Irish Prison Service conducts its own Hygiene/Food Safety audits of suppliers.</p> <p>Orders are gathered centrally and faxed to suppliers once per week, detailing the daily quantities to be delivered to each prison.</p> <p>Deliveries up to 6 days per week are required.</p>
<p>Distribution providers</p>	<p>Current suppliers of food ingredients to the prison kitchens are:</p> <p>Dairy – Golden Vale Meat – Pallas Foods Dried foods – Lumley’s Frozen – Allied Foods Fruit and vegetables – Richardson’s, Superdawn, and Fresh & Ready Bread – Pat the Baker Oil – Frylite</p>
<p>Advice to new suppliers</p>	<p>In the run up to the tender dates, producers should propose products to the current contract holders and the other bidders. Alternatively, suppliers can tender directly for the contracts.</p>

Purchasing Solutions Ltd

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

Website: www.purchasingsolutions.ie Phone 01 204 0070 Email: info@purchasingsolutions.ie

Company Profile	Purchasing Solutions provides a purchasing procurement consultancy. The procurement of food & beverage services is one element of their diverse offering. With food & beverages, Purchasing Solutions tenders out to potential suppliers and the winning supplier then deals directly with the client company. Their customers are primarily the services sector, both public and private, in addition to well known quick food service chains.
Relevant purchasing contacts	Managing Director: Gavin McGirr E mail. gavin@purchasingsolutions.ie Phone 01 204 0070
Product mix	Purchasing Solutions tenders out a wide range of products to satisfy the procurement needs of its clients.
Opportunities for Irish food and drink suppliers	One area of opportunity for Irish suppliers is through the ‘Research and Integration Agency’ of the Department of Justice. The agency is responsible for providing food and shelter to all incoming refugees. There are 20 centres nationwide, and they all require direct delivery of food. See www.etenders.gov.ie . The agency seeks to outsource the full management of the catering include sourcing of food and drink requirements for the centres. This contract is worth millions of euro per annum. The ‘Research and Integration Agency’ evaluates tenders to ensure best value for money.
Purchasing policy and supplier requirements	Purchasing Solutions seeks the following from potential operators/distributors: <ul style="list-style-type: none"> - HACCP - QC certificates - Evidence of financial strength - References - Evidence of tax compliancy - CVs of staff (for contract catering) - Scale i.e. capability to fulfil contract - Quotation of total cost
Distribution providers	Purchasing Solutions usually tender contracts to distributors with nationwide distribution e.g. Musgraves, Pallas Foods or large contract catering companies e.g. Campbells, Eurest (Compass), and Sodexo.
Advice to new suppliers	Access to a nationwide distribution system is important, along with the ability to fulfil all of the above supplier requirements, particularly scale.

NURSING HOMES SECTOR

There are currently 19,000 people cared for by 18,000 carers in approximately 500 private and voluntary nursing homes in Ireland. Many of these homes are represented by the Nursing Homes Ireland organisation (NHI).

The catering needs of both the cared and the carers within this sector provide a substantial opportunity for Irish food and drink producers.

The NHI confirms that it does not play any role in organising group purchasing across the operators of these homes. To get an understanding of the sector, three private nursing home operators were surveyed in order to identify how they go about purchasing their catering supplies.

The three nursing home operators surveyed were

- Nursing Home Care Choice which operates 5 different sites in Cork and Waterford.
- Highfield Hospital which operates 6 units at one location in Dublin. There are 2 main kitchens and 4 satellite kitchens.
- Beech Tree Nursing Home which is an independently operated home in North County Dublin.

All three operators prepare all their own meals from scratch and do not avail of the services of contract caterers. One home recently reverted from using a contract caterer to managing the kitchens itself.

None of the homes are involved in a group purchasing scheme nor are the chefs aware of group purchasing schemes in the nursing home sector. Even in the case where an operator managed a number of sites, the sites purchased their food requirements independently rather than purchasing as a group.

Menus tend not to change because of their clients' needs for traditional Irish cuisine. Soft and 'easy to chew' foods such as chicken and soup are popular items.

Food ingredients are purchased from a combination of local suppliers for items such as meat, fish, and vegetables and from distributors for ambient, frozen, and some chilled items. Distributors mentioned were Musgrave Foodservices, Pallas Foods, and O'Kanes.

All the three chefs / catering managers are anxious to support local producers and welcomed proposals for supply from local producers.

In conclusion, although group purchasing most likely does exist between some operators, the above insights suggest that formalised group purchasing is not widespread in the nursing home sector. This situation implies that a significant amount of account management would be required to achieve significant penetration in the nursing home sector.

FOODSERVICE DISTRIBUTORS

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 ongoing 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.

FOODSERVICE DISTRIBUTORS, 'AT A GLANCE'

Company	Region Covered		Sectors Served
Abbey Frozen Foods	Donegal Sligo Mayo Galway Clare Limerick	Offaly Westmeath Longford Cavan Roscommon Kerry	Hotels Restaurants Cafes Fast Food Outlets Sandwich Bars
Aghadowey Foodservices	Fermanagh Tyrone Down Donegal	Armagh Derry Antrim Cavan Monaghan	Hotels Restaurants Cafes Fast Food Outlets Nursing Homes Government Contracts Hospitals Sandwich Bars Schools
Alana Food Ingredients		Limerick Kerry Tipperary	Cafes Local Stores
Allied Foods		All Republic of Ireland	Hotels Restaurants Event Catering Government Contracts Quick Service Restaurants The Army Cafes Fast Food Outlets Prison Services Health Boards
Asia Market		Ireland, North & South	Hotels Restaurants Suppliers

Company	Region Covered	Sectors Served
Atlantis Seafood's Wexford Ltd.	Dublin South East Cork The Midlands The West	Hotels Restaurants Contract Catering The Army Pubs Hospitals
B.D. Foods	Sligo Waterford Westmeath Dublin Fermanagh Tyrone Down Donegal Cavan Monaghan Meath Longford	Armagh Derry Antrim Laois Offaly Kildare Carlow Kilkenny Wicklow Wexford Louth Leitrim
Boyne Valley Group	Ireland, North & South	Restaurants Suppliers
BWG Foodservice	All Republic of Ireland	Hotels Restaurants Event Catering Government Contracts Quick Service Restaurants Sandwich Bars Schools Prison Services

Company	Region Covered	Sectors Served
Cahill Quality Foods	Dublin Louth Meath Wicklow Kildare	Hotels Hospitals Schools Cafes Shops Fast Food Outlets
Capitol Foods Ltd.	Ireland, North & South	All Categories
Castle King Services	Ireland, North & South	All Categories
Catering Supplies	Cork Waterford Limerick Kerry	Hotels Restaurants Sandwich Bars Fast Food Outlets
Caterway	Leinster	Restaurants Contract Catering Suppliers
C.J. O'Loughlin & Sons	South East of Ireland	Hotels Restaurants Pubs
Clona West Cork Foods	Munster	All Categories
Complete Cuisine	All Republic of Ireland	Bakeries Cafes Hotels Health Boards Contract Catering Airlines Canteens
Corrib Foods	Ireland, North & South	All Categories

Company	Region Covered	Sectors Served
Cross Distribution	Mayo Roscommon Galway Clare	Hotels Restaurants Cafes
Crossgar Foodservice	Ireland, North & South	All Categories
Curran Foods	South East of Ireland The Midlands	Hotels Restaurants Contract Catering Hot Food Deli's Quick Service Restaurants
Dairyland Cuisine	All Republic of Ireland	All Categories
Derry-naflan	All Republic of Ireland	All Categories
Dublin Food Sales	Dublin	Hotels Restaurants
Eirespan	Longford Westmeath Offaly Laois Kilkenny Carlow Waterford Wicklow Kildare	Dublin Meath Louth Galway Cork
		Deli's Restaurants Sandwich Bars Juice Bars

Company	Region Covered	Sectors Served
Fegan's Food Service	All Republic of Ireland	Hotels Restaurants Cafes Pubs Offices Retirement Homes Fast Food Outlets Creches Hospitals
Gerard Gammel Services	Cork Kerry Limerick Galway Mayo Clare	All Categories
Gilmore Food Services	Dublin	Hotels Restaurants Public Houses
Glanbia Consumer Food	All Republic of Ireland	All Categories
Gleneely Foods	Ireland, North & South	All Categories
Golden Farm Products	Dublin Kildare Meath	Hotels Restaurants Contract Catering Butchers

Company	Region Covered	Sectors Served
Hannan Meats	Fermanagh Tyrone Down Donegal Louth Leitrim	Armagh Derry Antrim Cavan Monaghan Dublin
Henderson Food Service	Ireland, North & South	Hotels Restaurants Workplace Catering Nursing Homes Home Bakeries Cafes Sandwich Bars
Horgan's Delicatessen Suppliers	Ireland, North & South	Hotels Restaurants Airlines
Hourigan Family Food Dist. Ltd.	Munster	Restaurants Quick Service Restaurants
Jim Franey Ltd. Frozen Foods	Leinster	Catering Restaurants Institutes Schools Colleges Deli's Hospitals
Keelings	Ireland, North & South	Institutional Catering Restaurants Hotels Schools Nursing Homes

Company	Region Covered	Sectors Served
Kent Chilled Transport	Dublin Limerick Galway	Hotels Restaurants Deli's Cafes B&B's
Kerryfresh	Ireland, North & South	Workplace Catering Restaurants Deli's Sandwich Bars Cafes
Kingston Logistical Services	Kildare Meath Cavan Wicklow Cork Kerry Limerick Galway Dublin	Hotels Restaurants
La Rouse Foods	Ireland, North & South	Hotels Restaurants
J.A Lumley & Sons Ltd.	The Midlands	Hotels Restaurants Cafes Fast Food Outlets Pubs Government Contracts

Company	Region Covered	Sectors Served	
Lynas Foodservice	Fermanagh Tyrone Down Donegal Louth Leitrim Galway Mayo Sligo Kildare Roscommon	Armagh Derry Antrim Cavan Monaghan Dublin Wicklow Westmeath Longford Offaly Meath	Hotels Restaurants Cafes Fast Food Outlets Sandwich Bars Schools
Musgrave Foodservice	Ireland, North & South	All Categories	
Odaios Foods	Ireland, North & South	Hotels Restaurants Quick Service Outlets Contract Catering Cafes Institutes	
Pallas	Ireland, North & South	All Categories	
Pain Delice	Ireland, North & South	All Categories	
Sheridans Cheesemongers	Ireland, North & South	Restaurants	
SHS Sales & Marketing Ltd.	Ireland, North & South	Hotels Airports Contract Catering	

Company	Region Covered	Sectors Served
Traditional Cheese Co.	All Republic of Ireland Limited Distribution to Northern Ireland	All Categories
Total Produce	Ireland, North & South	All Categories
Vanilla Venture	All Republic of Ireland	Hotels Restaurants
Wild Orchard	Kerry Galway Clare Wicklow Cork Dublin Limerick Kildare Tipperary Meath	Hotels Restaurants Cafes Sandwich Bars
William Tallan & Son	Ireland, North & South	Hotels Contract Catering Hospitals Pubs Quick Service Restaurants

FOODSERVICE DISTRIBUTORS

Abbey Frozen Foods Address: Unit 1, Cleveragh Business Centre, Sligo Website: not available Phone: 071 917 1091 e mail: accounts@abbeyfrozenfoods.com	
Company Profile	<p>Established in 1992, Abbey Frozen Foods distributes frozen, chilled, and ambient foods to the foodservice and retail sectors along the Western Seaboard and in the Midlands region.</p> <p>Foodservice accounts for 70% of turnover, the remaining 30% of sales are generated in the retail sector.</p>
Relevant contacts	<p>Managing Director: Gary Moran</p> <p>E mail: accounts@abbeyfrozenfoods.com</p> <p>Phone: 071 917 1091</p>
Product range	<p>Over 1,100 products are carried by Abbey Frozen Foods. The sales breakdown by temperature is frozen 30%, chilled 20%, and ambient 10%. The range includes sauces, frozen vegetables, frozen potato products, frozen bakery products, frozen desserts, fresh and frozen chicken, ice cream, sea food, fresh meat, cooked meat, cheese, and dairy products.</p> <p>Brands stocked by Abbey Frozen Foods include Big Als, Blenders, and Lutosa potato products.</p>
Sectors served	<p>The customer base within the foodservice sector includes hotels, restaurants, cafes, fast food outlets, and sandwich bars.</p>
Opportunities for Irish food and drink suppliers	<p>Abbey Frozen Foods see opportunities in Ireland for the production of bakery products such as croissants and Danish pastries.</p> <p>Many soft drinks are imported and the company believes that there is an opportunity to produce a range of soft drinks in Ireland.</p>
Purchasing policy	<p>Quality and price of product are the criteria taken into account in arriving at a purchasing decision. Proximity of the production site is not a consideration.</p> <p>The company is not listed for central billing with multiple or group retailers.</p>

	Purchasing decisions are made by the managing director.
Supplier requirement and ordering procedure	<p>All producers must complete a supplier questionnaire and are subject to a food safety audit which is conducted by Abbey Frozen Foods using its own audit criteria.</p> <p>Orders are placed by fax and email.</p> <p>Orders are received before 12.30 p.m.</p>
Geographical spread	<p>From its depot in Sligo, all the Western Seaboard counties are served in addition to counties Offaly, Westmeath, Longford, Cavan, and Roscommon.</p> <p>Customers receive up to six deliveries per week.</p>
Fleet size	The fleet consists of 7 vans and trucks which have both chilled and frozen compartments.
Marketing support & services provided	<p>A product catalogue with images is produced every January.</p> <p>Customers are alerted to the arrival of new products via a mail shot.</p> <p>Promotional activity is encouraged to develop sales of new products.</p> <p>Orders are gathered via telesales.</p> <p>Abbey Frozen Foods has a team of 5 sales representatives who are tasked with providing sales support and developing sales on behalf of producers.</p>
Advice to new suppliers	Contact the managing director via phone and e mail. Please ensure product pricing is correct.

Aghadowey Foodservices

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

Website: www.aghadoweyfoodservices.com

Phone: 048 7086 8306 e mail: greg@aghadowey.u-net.com

Company Profile	<p>Aghadowey Food Services (AFS) is a family owned foodservices 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.</p> <p>AFS are members of buying groups ‘The Country Range Group’ and ‘Nisa Today’s’, providing access to a huge range of catering and retail products.</p> <p>The company commenced trading 100 years ago and distributes to both the retail and catering sectors. Foodservice accounts for over 70% of sales and the remainder of sales are to the retail sector.</p>
Relevant contacts	<p>Buyer: Greg McPeak E mail: greg@aghadowey.u-net.com Phone: 048 708 68306</p>
Product range	<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, rices, pulses, confectionery, cleaning and hygiene products. Chilled product accounts for 25% of product distributed, the remaining 75% comprising of ambient goods.</p>
Sectors served	<p>Within the foodservice sector, the company services restaurants, hotels, chip shops, cafes, hospitals, schools, and nursing homes in addition to servicing a number of government contracts. Customers include the Radisson Hotel in Limavaddy, the Causeway Hospital, and Bombardier Shorts.</p>
Opportunities for Irish food and drink suppliers	<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>
Purchasing policy	<p>Aghadowey Food Services prefers to buy locally produced foods.</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 Cost Cutters.</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>

Supplier requirement and ordering procedure	<p>Aghadowey Food Services is EFSIS accredited and prefers its suppliers to have EFSIS accreditation. All suppliers must complete a supplier questionnaire and supply documentation to demonstrate their food safety systems.</p> <p>Orders are placed via phone, fax, and e mail and deliveries are booked in between 7.30 a.m. and 3.30 p.m.</p>
Geographical spread	<p>From its depot in Coleraine, Aghadowey Food Services distributes to all of the six counties in addition to Donegal, Cavan, and Monaghan.</p> <p>All locations are serviced with at least one or two deliveries per week.</p>
Fleet size	<p>The fleet of 12 chilled and ambient vehicles consists of one van, 10 trucks ranging in size from 7.5 tonnes to 15 tonnes, and one articulated lorry.</p>
Marketing support & services provided	<p>A product catalogue complete with photographs of product is updated every 18 months.</p> <p>A monthly magazine and product flyers are used to draw customers' attention to new products.</p> <p>The sales team are incentivised to develop the sales of new products.</p> <p>Orders are captured by telesales.</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>Aghadowey Food Services has a team of 8 sales representatives and a 4 person strong telesales team.</p>
Advice to new suppliers	<p>Contact the purchasing manager by e mail and telephone. Please bring visual aids, samples, and pricing to the initial meeting.</p>

Alana Food Ingredients

Address: Bruree Food Centre, Bruree, Co. Limerick

Website: not available Phone: 063 90758 e mail: alanafoodingredients@eircom.net

Company Profile	<p>In addition to manufacturing a range of flavoured butters, spreads, cheeses, and cheese cakes, Alana Food Ingredients distributes chilled and ambient products to all of county Limerick and parts of counties Kerry and Tipperary.</p> <p>75% of the distribution business is to retail and the remaining 25% is to the foodservice sector.</p>
Relevant contacts	<p>Managing Director: Michael Walsh E mail: alanafoodingredients@eircom.net Phone: 087 968 1942</p>
Product range	<p>95% of the goods distributed are chilled and the remaining 5% is ambient. Over 12 product ranges are carried and they are mostly dairy products in addition to the company's own produce.</p> <p>The company has the agency for Muller yogurts and distributes on behalf of PRM in the Limerick region. The company wishes to expand into new product categories.</p>
Sectors served	<p>Within the retail sector the company distributes to independent stores and Spar and Londis outlets. Within foodservice, it serves local cafes. It is currently seeking to increase the number of outlets it services in the foodservice sector.</p>
Opportunities for Irish food and drink suppliers	<p>The company is seeking to grow its product portfolio and wishes to hear from producers who require distribution in county Limerick.</p> <p>Within foodservice, the company has not identified opportunities in the current market place and is not actively sourcing any specific products to complement its existing range. However, the company knows that there are niches to be filled that it is not aware of (known unknowns) and welcomes proposals from producers.</p>
Purchasing policy	<p>The company has a preference to source local produce.</p> <p>Good quality produce at a competitive price is sought by the company.</p> <p>The company is not listed for central billing with group organisations.</p> <p>Purchasing decisions are made by the Managing Director.</p>
Supplier requirement and ordering procedure	<p>All suppliers are required to complete a supplier questionnaire.</p> <p>Orders are placed via phone and e mail. Goods are received during trading hours.</p>
Geographical spread	<p>The company's depot is situated in Bruree, county Limerick, from where the entire county of Limerick is serviced in addition to neighbouring parts of counties Kerry and Tipperary.</p>

	All customers receive a delivery at least once per week, with many customers receiving two deliveries per week.
Fleet size	The company has one chilled van with a capacity of three pallets.
Marketing support & services provided	<p>A product catalogue with photographs is published biannually.</p> <p>Flyers and brochures are distributed to the customer base to herald the arrival of new products.</p> <p>Orders are captured via telesales. Producers are encouraged to visit the customers to increase sales. Sales information is available to producers.</p> <p>The managing director provides sales support.</p>
Advice to new suppliers	Contact the managing director via phone or e mail. The company wishes to expand its product portfolio.

Allied Foods

Address: 2nd Avenue, Cookstown Industrial Estate, Tallaght, Dublin 24

Website: www.dcc.ie

Phone: 01 466 2600

e mail: enquires@alliedfoods.ie

Company Profile	Allied Foods is owned by 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.
Relevant contacts	Purchasing manager: Tim Hickey E mail timhickey@alliedfoods.ie Phone: 021 494 7300 (Buying office is based in Cork).
Product range	Chilled, frozen and ambient product categories are carried by Allied. The % breakdown between chilled / frozen / ambient varies from month to month, but the chilled and ambient categories are growing. The major brands are Rangeland Meats (burgers), Vandebrook/Lutosa (potato products), Bandonvale Cheese and Silver Pail Ice cream
Sectors served	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.
Opportunities for Irish food and drink suppliers	The key growth areas are in chilled and ambient products across a range of products. There are always opportunities for Irish suppliers of food products if the price and quality are right. There is insufficient supply of potatoes for chilled and frozen chip products in Ireland, so surplus requirements of potatoes currently have to be imported. There is greater growth in chilled foods for Allied.
Purchasing policy	There is a preference to source local produce, particularly for chilled product due to logistics. The purchasing policy is a combination of quality and price. Allied have central billing with symbol groups. The purchasing manager and sales teams jointly influence purchasing decisions.
Supplier requirement and ordering procedure	Allied carries out its own audits of supplier's premises for health & safety and quality reasons. HACCP is mandatory. The ability to deliver goods efficiently is an important criteria. It is possible through their logistics services to backhaul some products in the Dublin area. Delivery windows are 5 days a week, Monday – Friday.

Geographical spread	<p>There are multi-temperature depots, 2 in Dublin and 1 in Cork.</p> <p>Allied services Republic of Ireland predominantly.</p>
Fleet size	<p>Allied Foods has a total fleet size of 43 vehicles broken down into 24 widget trucks and 19 tractor units. All vehicles are multi-temperate i.e. they can carry chilled, frozen and ambient products.</p>
Marketing support & services provided	<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 encourage supplier participation in, and support for, catalogues, tastings and price promotions.</p> <p>Allied has 11 – 12 sales representatives nationwide on the team.</p>
Advice to new suppliers	<p>The purchasing manager is the first point of contact. Good quality products at a competitive price compared with competitors from the UK and the Continent as well as Ireland are required.</p>

Asia Market

Address: Merrywell Business park, Ballymount Road Lower, Ballymount, Dublin 22
 Website: www.asiamarket.ie Phone: 01 426 8898 e mail: jan@asiamarket.ie

Company Profile	<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 & 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 services retail in addition to foodservice.</p>
Relevant contacts	<p>Purchasing manager: Jan Ebbs E mail: jan@asiamarket.ie Phone: 01 426 8898</p>
Product range	<p>The Asia Market carries all product categories, including fresh, chilled frozen and ambient ethnic food. The biggest categories are ambient and frozen, especially imported seafood.</p> <p>The Asia Market carries all major Asian brands and suppliers. In addition they carry several Irish brands, including Odlums flour and Silverhill poultry products.</p>
Sectors served	<p>The sectors served are predominantly restaurants, hotel groups and food service industry suppliers.</p>
Opportunities for Irish food and drink suppliers	<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 be currently stocked in the supermarket and cash and carry.</p> <p>Due to the increase in international travel, Irish people have a good knowledge of ethnic cuisine and are increasingly opting for it when dining out and also visit the cash and carry in search of Asian ingredients.</p> <p>Growth for 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. However 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 County Dublin. Occasionally, fruit and vegetables are imported from Holland when they are not locally available.</p>

	<p>The company used to source ketchup and vinegar from Irish suppliers, but due to price is now sourcing these products from the UK.</p> <p>There is greater growth in chilled rather than frozen foods, particularly chilled chicken.</p>
Purchasing policy	<p>The Asia Market emphasises the quality of the products it sells. Quality is important to its customers who have built their reputations around quality. The Asia market strives to ensure that each product they sell is the best quality in the category.</p> <p>Competitive pricing is important.</p> <p>In making a purchasing decision, the purchasing manager is influenced by both the sales director and the managing director.</p>
Supplier requirement and ordering procedure	<p>Suppliers to the Asia Market must furnish them with factory QA specifications and evidence of compliance with EU requirements. The Asia Market also audits Irish suppliers' premises directly. HACCP is mandatory.</p> <p>Orders are placed by phone and email.</p> <p>Supplier delivery windows in to the Asia Market are usually Monday to Friday but they are open for deliveries 7 days per week.</p>
Geographical spread	<p>The Asia Market has one depot in Ballymount, Dublin and one retail unit on 18 Drury Street, Dublin 2. Deliveries are made 7 days per week.</p> <p>The Asia Market services the entire island of Ireland.</p>
Fleet size	<p>The Asia Market has 10 chilled multi-temperate trucks for fresh, frozen and ambient products.</p>
Marketing support & services provided	<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 tele sales and the truck drivers, who also represent suppliers to customers.</p> <p>Everybody in the business is involved in sales, though they are planning to employ sales representatives in the future.</p>
Advice to new suppliers	<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, Wexford
 Website: www.atlantis.ie Phone: 053 9123309 email: sales@atlantis.ie

Company Profile	<p>Atlantis Seafood (Atlantis) distributes fresh and frozen fish and seafood. The company also smokes its own fish.</p> <p>Atlantis distributes to foodservice, independent supermarkets and butchers.</p>
Relevant contacts	<p>Purchasing and sales director: John Kenny Phone: 086 23 23186</p> <p>Sales representative: Martin Buggy Phone: 086 387 3507 Telephone is the preferred method of communication</p>
Product range	<p>Atlantis carries fresh and frozen fish and seafood including shellfish. The categories are 50% fresh (chilled) and 50% frozen.</p> <p>All products are currently unbranded.</p>
Sectors served	<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 and Druids Glen and in contract catering, Masterchef Munster.</p>
Opportunities for Irish food and drink suppliers	<p>Atlantis is looking to build its own brand for retail and develop a range of ready meals for both retail and foodservice.</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 and tuna from France.</p> <p>Atlantis is a strong supporter of local Irish fisherman and is open to new products.</p>
Purchasing policy	<p>Atlantis has a strong preference to source local produce.</p> <p>The purchasing policy of the company is quality first followed by price.</p> <p>Mark O'Connor, director, also influences purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>Orders are placed by phone and Atlantis collects the fish and seafood themselves from local fishermen.</p>
Geographical spread	<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. The company intends to expand its area of distribution.</p>

	Delivery frequency is 3 to 6 days per week. Dublin is 6 days per week.
Fleet size	The fleet size is 10 vehicles consisting of both chilled and chilled/frozen vehicles.
Marketing support & services provided	<p>Atlantis is in the process of producing their first catalogue which is to be launched annually in September/October 2009.</p> <p>Orders are gathered via the tele sales team. Customers are alerted to the arrival of new products by the tele sales team.</p> <p>There are two sales representatives on the distributor's team.</p>
Advice to new suppliers	Potential suppliers should contact the purchasing and sales director to make an appointment.

B.D. Foods

Address: Hillhall, Glaslough, Co. Monaghan

Website: www.bdfoods.ie

Phone: 01 855 0524

e mail: sales@bdfoods.ie

Company Profile	<p>B.D. Foods 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>
Relevant contacts	<p>Managing director: Paul Bowe e mail: sales@bdfoods.ie Phone: 01 855 0524 (this number redirects to the Monaghan office).</p>
Product range	<p>The range of products carried includes dry goods, poultry products, ice creams and 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>
Sectors served	<p>The company focuses on the upper end of the foodservice market. Its clientele are mostly hotels and restaurants, including a number of Michelin star restaurants. The company achieves a significant amount of its sales in Northern Ireland.</p>
Opportunities for Irish food and drink suppliers	<p>As the company needs to be cost competitive in Northern Ireland, it directly imports produce that is not produced in Ireland.</p> <p>There is ample opportunity for import substitution if prices are competitive from Irish producers. In particular, the company is actively increasing the amount of poultry that is sourced locally.</p>
Purchasing policy	<p>The company is loyal to its brands and existing 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>
Supplier requirement and ordering procedure	<p>Suppliers are required to provide documentary evidence of their food safety processes.</p> <p>Orders with suppliers are placed via telephone and e mail. Delivery times are agreed individually with each supplier.</p>
Geographical spread	<p>From the company's depot in county Monaghan, all counties north of a line from Sligo to Athlone to Waterford are served. All locations receive up to two deliveries per week. In the majority of areas, a next day delivery service is available.</p>

Fleet size	The company runs a fleet of Ford transit vans all of which have chilled and frozen compartments.
Marketing support & services provided	<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 e mail.</p> <p>Orders are captured by tele sales.</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 sales representatives.</p>
Advice to new suppliers	Potential producers 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.

Boyne Valley Group

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

Website: www.boynevalley.com Phone: 041 987 0300 e mail: info@boynevalley.com

Company Profile	<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 leaders in 16 categories in which it operates with popular local brands including Killeen, Don Carlos, Giovanni di Firenze and Boyne Valley Honey.</p> <p>There are 3 strands to the Boyne Valley Business</p> <ol style="list-style-type: none"> 1) Manufacturing: Primary manufacturers of honey, home baking, household and personal care products. 2) Global Sourcing: Source both food and non food products under Boyne Valley own brands both globally and in Ireland. 3) Partnerships: Local partners for major multinational brands e.g. Walkers and Campina. <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>
Relevant Contacts	<p>Commercial Director: Paul Kinch E mail: pkinch@boynevalley.com Phone: 041 987 0300</p>
Product range	<p>A wide spread of ambient categories are stocked 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 di Firenze and Boyne Valley Honey.</p>
Sectors served	<p>Within the foodservice sector, the Boyne Valley Group mostly supplies the market through various national and regional distributors such as Musgrave Foodservices, BWG Foodservice, Stonehouse and other independents. In addition, Boyne Valley supplies a number of hotels and other foodservice outlets directly from its warehouse in Drogheda.</p>
Opportunities for Irish food and drink suppliers	<p>The Boyne Valley Group is actively seeking to develop its foodservice business by increasing market penetration of its existing product range. The group welcomes proposals from producers and will judge each case on its merits.</p> <p>The group notes that all fresh pizza currently available is imported and that this may present opportunities for Irish producers in both the foodservice and retail sectors.</p>

Purchasing policy	<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, product quality, pricing, service levels, potential market, etc.</p> <p>Purchasing decisions are made by the Commercial team after a review of market data and a detailed discussion with the team internally. Targets are set in advance of deciding to commence trading a new product.</p>
Supplier requirement and ordering procedure	<p>Producers are expected to have food safety standards approaching BRC accreditation. Producers are audited by the group's auditors who use the group's audit criteria.</p> <p>Orders are placed via e mail.</p> <p>Chilled deliveries can be agreed for any time to the chill warehouse 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>
Geographical spread	<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>
Fleet size	<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 vehicles, all of which are trucks.</p>
Marketing support & services provided	<p>A price list with images is updated quarterly.</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 deal promotions are encouraged to develop the sales of new products.</p> <p>Orders are captured from the 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>
Advice to new suppliers	<p>Send an e mail to the commercial director briefly outlining the range of products on offer and where they would fit into the market place.</p>

BWG Foodservice

Address: Greenhills Road, Walkinstown, Dublin 12

Website: Launching Jan 2010

Phone: 01 409 0300

e mail: bwgfoodservice@bwg.ie

Company Profile	BWG Foodservice is a multi temperature distributor wholesaler to the foodservice industry. The foodservice company has over 20,000 products and serves all sectors of the food service industry. BWG Foodservice is part of the BWG wholesale division and operates independently of the BWG retail division.
Relevant contacts	<p>Category buyer for ambient goods: Susan Davy E mail: sdavy@bwg.ie Phone: 01 409 0300</p> <p>Category buyer for chilled, frozen, and non food items: Susie Golby E mail: sgolby@bwg.ie Phone: 01 409 0300</p>
Product range	<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 and non food items is stocked.</p> <p>All major brands are stocked.</p>
Sectors served	All sectors of the foodservice sector are served. The list of sectors includes hotels, quick serve restaurants, sandwich bars, fine dining restaurants, prisons, schools, contract caterers and sandwich bars.
Opportunities for Irish food and drink suppliers	<p>BWG continues to expand its private label 'Chef's Kitchen' and this development work is creating opportunities for Irish producers. Considerable progress has been achieved in the expansion of the chilled and frozen ranges over the last year. This development work is ongoing and there is plenty of scope for Irish producers to introduce products and grow sales under this private label. For example, there are opportunities for producers of ready meals, sandwich fillers, and dairy products.</p> <p>The company commenced trading with a number of new Irish producers last year. Considerable growth opportunities exist for these newly recruited producers to grow their sales through the BWG Foodservice network. The company is always open to approaches from producers.</p> <p>BWG Foodservice sees a demand from its customers for a greater range of speciality Irish breads.</p>
Purchasing policy	<p>The company has a preference to source local produce.</p> <p>Quality, price and service 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>
Supplier requirement and ordering procedure	The company's warehouse system is state of the art and it demands a very high standard of service from suppliers (e.g. goods inwards are subjected to rigorous shelf life and temperature checks).

	<p>All suppliers are audited by the BWG Foodservice quality assurance team against the company's internal audit criteria.</p> <p>Orders are placed with suppliers via EDI and delivery slots are agreed with suppliers individually.</p>
Geographical spread	<p>Multi temperature depots are located in Dublin, Cork and Galway, in addition to distribution hubs in Killarney, Clonmel and Sligo. Product is picked in all 6 sites. Total foodservice warehousing exceeds 130,000 square feet.</p> <p>A next day delivery service is provided for 6 days a week across all the counties of the Republic of Ireland.</p>
Fleet size	<p>The dedicated foodservice fleet consists of 22 vehicles, all of which have ambient, chilled and frozen compartments. The fleet consists of 17 rigid body trucks (22' to 30' in length), 3 vans and 3 articulated lorries.</p>
Marketing support & services provided	<p>A product catalogue which features all the top selling products is revised annually. The next catalogue launch is due in January 2010. The deadline for new product submissions is November 2009. The catalogue will also be available on the company's website in January 2010.</p> <p>New products are launched with promotional activity (e.g. price off) and the tele sales team draw customers' attention to new products as do the company's sales representatives. The online version of the catalogue will have 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 15 sales representatives.</p>
Advice to new suppliers	<p>Contact the relevant buyer via telephone or email and arrange to submit samples with a sales development plan and pricing. Contact details for the relevant buyers are above.</p>

Cahill Quality Foods

Address: Unit 404 North West Business Park, Ballycoolin, Dublin 15

Website: www.glenhaven.ie

Phone: 01 821 9399

e mail: sales@glenhaven.ie

Company Profile	<p>Cahill Quality Foods, established 40 years ago, is a chilled and frozen food distributor serving the foodservice sector in East Leinster. The distribution company is owned by Glenhaven, one of Ireland's largest producers of value added poultry products.</p> <p>Cahill Quality Foods exclusively supplies the foodservice sector.</p>
Relevant contacts	<p>Sales manager: Patrick Mathews E mail: pmathews@glenhaven.ie Phone: 01 821 9399</p>
Product range	<p>Frozen products account for 75% of sales, chilled products account for the balance of 25%. The frozen range includes chicken and chicken products, fish and fish products, potato and potato products, burgers, vegetables and desserts. The chilled range includes breakfast ingredients, catering cheeses, butter and fresh chickens.</p> <p>Brands carried include Glenhaven, Manor Farm, Cappoquin, Five Star fish, and Icelandic Foods.</p>
Sectors served	<p>Customers within the foodservice sector include restaurants, hotels, hospitals, schools, coffee, shops and fast food outlets.</p>
Opportunities for Irish food and drink suppliers	<p>The takeaway segment of the foodservice sector is the segment least affected by the current contraction in the economy, however it is also experiencing volume decline. This segment of the market is becoming increasingly competitive.</p> <p>There are no Irish producers of frozen potato products and frozen vegetables. This situation presents an opportunity for import substitution.</p> <p>Some restaurants are cutting back on menu choice which is not the easiest environment into which to introduce new products. There is a trend of moving towards lower priced product of an inferior quality in some outlets.</p>
Purchasing policy	<p>Cahill Quality Foods have a preference to source local produce, as long as the quality is good and the pricing is competitive.</p> <p>Quality, price and service and support levels are the items given consideration when procuring product.</p> <p>Cahill Quality Foods is not listed with retailers.</p> <p>Purchasing decisions are made by the sales manager who is influenced by customer needs in his decision making.</p>
Supplier requirement and ordering procedure	<p>All suppliers are required to complete a supplier questionnaire and must be approved by the relevant national authorities. Suppliers' premises are audited by an internal audit team who use their own audit criteria.</p>

	Orders are placed by fax and e mail. Deliveries are received between 6a.m. and 12 noon.
Geographical spread	<p>From its depot in Dublin, Cahill Quality Foods services the counties of Dublin, Louth, Meath, Kildare and Wicklow.</p> <p>Dublin city receives next day deliveries and all other regions served receive at least two deliveries per week.</p>
Fleet size	The fleet consists of five 12 tonne trucks which have both chilled and frozen compartments.
Marketing support & services provided	<p>A product catalogue with images is produced biannually and is supplemented upon the arrival of new products. The next catalogue is due to be launched in 2010.</p> <p>Customers are alerted to the arrival of new products by the circulation of product literature with invoices. Rather than promoting product with special offers upon launch, producers are encouraged to visit the customer base to develop sales for their products. Sales information is shared with producers.</p> <p>Orders are gathered by telesales.</p> <p>The company employs two sales representatives who gather orders and provide sales support.</p>
Advice to new suppliers	Contact the sales manager by phone and e mail. Be aware that the market is difficult at the moment. Ensure that your proposal is well researched and that your pricing is competitive.

Capitol Foods Ltd.

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

Website: under construction Phone+44 28 926 34558 e mail: colmcollins@capitolfoods.com

Company Profile	<p>Capitol Foods Limited, established in 2002, supply 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 600 outlets across the island of Ireland. Its main activity is the supply of coffee and juices to these dispensers. 70% of the dispensers are in the Republic of Ireland.</p> <p>The foodservice sector is serviced in addition to retail outlets where their coffee dispensers are located.</p>
Relevant contacts	<p>Sales director: Colm Collins Email: colmcollins@capitolfoods.com Phone: 087 250 2173</p>
Product range	<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, Davidoss, Piacetto Italian coffee, and Vista organic and fair-trade coffee. The tea brands include Lyons, Twinnings and Punjab.</p>
Sectors served	<p>All sectors of the foodservice market are served, in particular hotels and retail outlets with self serve food to go offerings.</p>
Opportunities for Irish food and drink suppliers	<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>
Purchasing policy	<p>The company has a preference to source Irish. The purchasing policy places highest priority on quality which is followed by price.</p> <p>The company is listed for central billing with Musgraves and currently supplies the Daybreak outlets. In Northern Ireland, the company has coffee dispensers in Centra and Supervalu outlets in addition to Spar outlets.</p>
Supplier requirement and ordering procedure	<p>Potential suppliers are visited at their premises for a general site walk. Documentation must be provided to demonstrate compliance with regulatory food safety standards.</p> <p>Orders are placed via e mail.</p>
Geographical spread	<p>The company distributes through Crossgar Foodservice who also warehouse product on their behalf. Distribution is available across all 32 counties.</p>

	Customers are serviced 3 to 6 days per week.
Fleet size	Distribution is via Crossgar Foodservice who has a fleet of 50 trucks with ambient, chilled and frozen compartments.
Marketing support & services provided	<p>The company presents its product range to prospective customers via a power point presentation.</p> <p>Customers are alerted to the arrival of new products via the internet 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>
Advice to new suppliers	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.

Castle King Services

Address: Castle King Services, 276A Glasnevin Avenue, Dublin 11
 Website: www.cks.ie Tel: 01 834 0342 email: cks@cks.ie

Company Profile	<p>Castle King Services Ltd (CKS) was founded 20 years ago. During this period it has grown its position in the Irish retail and foodservice markets by developing strong relationships with the retailers and wholesalers in all channels.</p> <p>CKS's main activity is the supply of a wide, but select range of ambient products to the Irish market.</p> <p>CKS services all of the major retail groups in Ireland, North and South, in addition to foodservice.</p>
Relevant purchasing contacts	<p>Commercial director: Joe Butler E mail: jbutler@cks.ie E mail is the preferred method of communication.</p>
Product range	<p>80% of the products that CKS distribute are their own brands under the 'Baker's Finest', 'Cantina Mexicana', 'Sunny South' and 'Fit for Health' brand names. These brands include the following product categories:</p> <p>Baker's Finest CKS is currently developing a range of luxury biscuits and confectionery products.</p> <p>Cantina Mexicana A range of Mexican foods including tortilla wraps, dinner kits, chips and dips.</p> <p>Sunny South This brand incorporates the following product ranges: -beetroot in glass jars -canned fruit in tins -salmon in cans -tuna fish in cans -vegetables in glass jars.</p> <p>Fit For Health This brand incorporates the following product ranges: Milk drinks: strawberry, banana, chocolate Crispbread: dark rye, original rye, sesame seed, multi grain.</p> <p>Livwell is a range of gluten and wheat free products from the UK, which cater to diverse dietary requirements.</p>

	CKS distributes a large range of jams and marmalades under the Duerrs brand. Duerrs are one of the largest manufacturers of jams and marmalades in the UK.
Sectors served	CKS services all of the Irish multiples, North and South and foodservice outlets including Sodexo and Aramark, through BWG, Musgrave's and Brakes.
Opportunities for Irish food and drink suppliers	CKS is currently researching new product categories. The company currently sources from all over the world, as well as Ireland, although they do have a preference to source from Ireland if suppliers meet all of the purchasing policy criteria below and offer unique products.
Purchasing policy	<p>The purchasing policy of CKS is quality first, then competitive pricing and value for money, and excellent service levels.</p> <p>CKS is listed with Musgrave's, Spar and Londis for central billing.</p> <p>Brendan Kavanagh, managing director, and the commercial director influence purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>CKS audits the premises and factories of all suppliers. Required accreditations include HACCP or BRC and their equivalent for continental European suppliers</p> <p>Orders are placed via EDI.</p> <p>Deliveries are required up to 6 days a week.</p>
Geographical spread	<p>CKS has one depot in Ashbourne, County Meath from where it services the foodservice industry across the 32 counties.</p> <p>The frequency of service out is up to 6 days.</p>
Fleet size	CKS uses Primeline as their partner for warehousing and distribution. All vehicles used for CKS distribution are ambient.
Marketing support & services provided	<p>All products will be listed on a soon to be launched new website, and CKS also has regular price lists for distribution to customers. The price lists and sales force are used to alert customers to new products.</p> <p>As CKS buys branded products ex-factory, it works independently on price and other promotions with customers.</p> <p>Orders are gathered via the 12 force sales and merchandising team and the head office.</p> <p>CKS prefers all communication from suppliers to customers to go via the head office and sales team.</p> <p>Monthly sales reports are made available to suppliers.</p> <p>The CKS sales team currently call on over 1,500 outlets directly.</p>

	<p>CKS employs 25 full time staff in sales, distribution and merchandising.</p> <p>CKS works on an ethos of developing strong relationships with suppliers giving their full commitment and backing to the brands they sell.</p>
Advice to new suppliers	<p>New suppliers should approach the company only when they have the commercials right and a high volume product.</p>

Catering Suppliers

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

Website: not available

Phone: 021 435 3145

e mail: cateringsuppliers@eircom.net

Company Profile	<p>Established in 1974, Catering Suppliers is a distribution company serving the needs of the foodservice sector in County Cork. The company trades in ambient, chilled and frozen items.</p> <p>The company specialises in frozen foods which account for 80% of turnover. Chilled distribution accounts for 15% of turnover and the remaining 5% is made up by ambient goods.</p> <p>The retail sector is not serviced.</p>
Relevant contacts	<p>Managing Director: Noel Murphy E mail: cateringsuppliers@eircom.net Phone: 021 435 3145</p>
Product range	<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 and meats, chicken products and frozen breads.</p> <p>Par baked bread from O’Keefe’s Bakery in Cork, Big Al burgers and Lamb Western Potato Products are all important brands distributed.</p>
Sectors served	<p>All segments of the foodservice sector are served. The customer base includes hotels, restaurant, fast foods outlets and sandwich bars.</p>
Opportunities for Irish food and drink suppliers	<p>The share of Irish produced goods carried is increasing. Almost all goods distributed are Irish. The notable exceptions are frozen potato products, frozen vegetables and frozen fish. These product categories do present opportunities for import substitution.</p>
Purchasing policy	<p>The company has a preference to source local produce. Efforts are made to buy Irish wherever an Irish option exists.</p> <p>The purchase 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>
Supplier requirement and ordering procedure	<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>

	Suppliers deliver their goods at agreed times during trading hours.
Geographical spread	<p>There is one depot in Little Island in Cork from where both the city and county of Cork are served. Distribution extends into some parts of Waterford, Limerick and Kerry.</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 the entire county of Cork.</p>
Fleet size	The fleet consists of 8 vehicles ranging in size from Sprinter vans to 7.5 tonne rigid trucks. All vehicles have frozen, chilled and ambient compartments.
Marketing support & services provided	<p>There is a product catalogue which is continuously updated on a regular basis.</p> <p>Samples of new products are introduced to the customer base by the three sales representatives. A flyer is posted to the customer base once per month updating them on new products. Promotion of new product commences one month after launch.</p> <p>Orders are gathered 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 happy to assist suppliers develop the sales of their products by sharing market insights. The team of three sales representatives are dedicated to developing the sales of the products of all suppliers.</p>
Advice to new suppliers	Phone the Managing Director and make an appointment. Please bring samples.

Caterway

Address: 16/17 Halston Street, Corporation Fruit Market, Dublin 7
 Website: N/A Phone : 01 872 8000 email: philip@caterway.ie

Company Profile	<p>Caterway is a distributor of fruit and vegetables to the foodservice, retail and wholesale markets.</p> <p>Retail customers include Aldi and independent stores.</p>
Relevant contacts	<p>Purchasing Director: Philip Fitzpatrick E mail: Philip@caterway.ie Phone : 01 872 8000</p>
Product range	<p>The product categories carried by Caterway are all varieties of fresh fruit and vegetables.</p> <p>The product range is fresh/chilled and ambient.</p> <p>Ambient products include dried products, oils and pulses.</p> <p>The product range is a wide variety of fruit & vegetables both locally sourced and ambient. Amongst the branded goods for this product range is the Florrette salad range which Caterway distributes to the Leinster region.</p>
Sectors served	<p>Foodservice sectors include restaurants and contract catering as well as several other sectors through wholesalers.</p>
Opportunities for Irish food and drink suppliers	<p>Caterway already distributes a diverse range specialising in exotic offers of fruit and vegetables and is always on the look out for innovative new products to expand this range. They are always open to suggestions for new products from Irish growers.</p> <p>The company sources as much produce from Irish growers as possible in the prime season for their products. When fruit and vegetables are out of season for Irish growers, Caterway has to import, predominantly from France.</p>
Purchasing policy	<p>The purchasing policy for Caterway is quality first, as this is of paramount importance. Competitive pricing and service are also important criteria.</p> <p>Purchasing decisions are influenced by the four directors of the company, including the Purchasing and Marketing Director, David Hanley.</p>
Supplier requirement and ordering procedure	<p>Caterway carries out direct audits of growers premises for QA reasons and all growers must adhere to all relevant regulations.</p> <p>Orders are placed via phone and email.</p> <p>Suppliers deliver into Caterway daily, 7 days per week.</p>

Geographical spread	<p>Caterway has one depot for chilled and ambient products in Halston Street.</p> <p>Products for the wholesale division are delivered nationwide 3 days per week or collected from the depot.</p> <p>Deliveries to the Leinster region for retail and foodservice are daily.</p>
Fleet size	<p>Caterway has 15 chilled/fresh and ambient vehicles.</p>
Marketing support & services provided	<p>There is a catalogue for ambient products which is continually updated for changes in pricing and new products.</p> <p>Caterway talks to its customers every day directly and via the telesales team and the team alerts customers to new products via the phone and emails. The telesales team gather orders.</p>
Advice to new suppliers	<p>Potential suppliers should approach the company via the Purchasing Manager and try to be creative with their product offering in order to match, or better products that are currently being imported.</p>

C J O'Loughlin & Sons

Address: Courtown Demense, Gorey, County Wexford

Website: N/A

Phone: 053 942 5361

e mail: cjoloughlinltd@eircom.net

Company Profile	CJ O'Loughlin & Sons (CJ O'Loughlin) distributes 600 chilled, frozen and ambient products to the foodservice sector in the South East.
Relevant contacts	<p>Managing director: Andy Power Phone: 053 942 5361</p> <p>The Managing Director is the initial contact for purchasing and the main influencer of purchasing decision for new suppliers. Contact by phone is preferred.</p> <p>Purchasing manager: Charlie O'Loughlin.</p>
Product range	<p>The products carried by CJ O'Loughlin are 70% frozen, 20% chilled and 10% ambient.</p> <p>Products include ice-cream, gateaux and desserts, breads, confectionery, sauces, oils, savoury products (pastries, quiches and pizzas), eggs, cheese and butter, frozen fishes, frozen vegetables, fresh and frozen potato products (e.g. chips), pork products and pies, burger buns, fresh turkey, duck and chicken, finger buffet food, party food and coffee.</p> <p>Brands carried by CJ O'Loughlin include Derrylin coffee, Glenhaven, McLoughlins, Rich sauces, Nest Box Egg Company, Pagganini ice-cream (made in Wexford) and Stafford's Breads.</p>
Sectors served	The main sectors serviced are hotels, restaurants and pubs.
Opportunities for Irish food and drink suppliers	<p>The key growth area for CJ O'Loughlin is coffee.</p> <p>Products in the range for which the company currently does not have an Irish equivalent but which present opportunities for import substitution are chips, currently sourced from Belgium, and chicken fillets, currently sourced from the Continent.</p> <p>The quality of Irish chips is an issue and it is difficult to find competitively priced Irish chicken fillets.</p> <p>There is the same level of growth in chilled and frozen foods.</p>
Purchasing policy	<p>The company has a preference to source local produce if they are competitive in terms of price and quality.</p> <p>Price, quality and availability are key criteria in their purchasing policy.</p> <p>Deliveries to the foodservice customers are 4 to 6 days per week.</p>
Supplier	HACCP is a mandatory QA requirement of all suppliers.

requirement and ordering procedure	Orders placed by fax and suppliers deliver into the depot 2–3 times per week.
Geographical spread	<p>There is one depot in Gorey which carries chilled, ambient and frozen products.</p> <p>The geographical area serviced is the South East and deliveries are made 5 days per week.</p>
Fleet size	There are 9 vehicles in the fleet, which are all multi-temperate carrying fresh, frozen and ambient products.
Marketing support & services provided	<p>There is an annual catalogue launch and the company alerts customers to new products through its team of three sales representatives.</p> <p>Suppliers are encouraged to support promotions to get product moving which are published in a monthly promotional flyer.</p> <p>Orders are gathered via the tele sales team.</p> <p>The majority of suppliers speak to customers through the company. Quarterly sales reports are available to suppliers.</p>
Advice to new suppliers	Potential suppliers should approach the company by sending in a price list, product specifications and availability in advance of any meeting pre-arranged with the Managing Director.

Clona West Cork Foods

Address: University Hall Industrial Park, Sarsfield Road, Wilton, Cork

Website: not available

Phone: 021 434 5915

e mail: john.buckley@clona.ie

Company Profile	<p>Clona West Cork Foods is a chilled and ambient food distribution company serving the Munster region. The company specialises in distributing locally produced food and was formed 10 years ago out of 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>
Relevant contacts	<p>Sales Manager: John Buckley E mail: john.buckley@clona.ie Phone: 021 434 5915</p>
Product range	<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 Sauces 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 jams, Irish Yoghurts, and Ballineen Fine Foods.</p>
Sectors served	<p>All sectors of the foodservice market are served. Customer base includes a number of regional hotels (e.g. Maryborough House, the Brandon Hotel and the Castle Hotel), wet salad manufacturers and many Spar shops e.g. the Eurospar in Clonakilty.</p>
Opportunities for Irish food and drink suppliers	<p>The company was founded to serve the distribution needs of local producers. Although the company has not identified opportunities for import substitution or gaps in its range, it welcomes approaches from producers of new products with a point of difference. The company believes that in general there is a gap in the market for Irish produced charcuterie.</p> <p>Although the hot deli business is down, the takeaway food market is in growth.</p>
Purchasing policy	<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 food as is possible.</p> <p>Clona West Cork Foods is listed for central billing with BWG and it provides a distribution service to all the Spar and Londis outlets across Munster.</p>

	When assessing a new product, the company sends samples to key customers for review. The feedback received from the customer base is taken into account in making a purchasing decision.
Supplier requirement and ordering procedure	Producers are audited by the Clona Dairies QA team who have their own audit criteria. Orders are placed with suppliers via telephone and fax. The company collects produce from many of its local suppliers and receives deliveries from suppliers who are further afield.
Geographical spread	The company has one depot at Wilton in Cork. All the counties of Munster are served with at least one delivery per week, though most customers receive two deliveries per week.
Fleet size	The fleet consists of 8 refrigerated trucks which range in size from 16 feet to 24 feet long.
Marketing support & services provided	A price list detailing the entire range is issued monthly. New products are launched with a flyer and samples are sent out to customers for trial. 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. Suppliers are encouraged to visit the distributor's customers to generate sales. Suppliers can obtain information on the sales performance of their products across the customer base from the sales manager. In addition to the sales manager, there are two sales representatives.
Advice to new suppliers	The Sales Manager is always happy to talk to new suppliers and to advise them. Make an appointment to meet the Sales Manager and bring samples.

Complete Cuisine

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

Website: www.completesuisine.com Phone: 061 210 300 e mail: sales@completecuisine.com

Company Profile	<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 stores under the Complete Cuisine Brand.</p> <p>Company turnover for 2008 was €20m.</p>
Relevant contacts	<p>Purchasing Manager: Dave Hanrahan E mail: dave_hanrahan@completecuisine.com Phone: 061 210 300</p>
Product range	<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>
Sectors served	<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>
Opportunities for Irish food and drink suppliers	<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>
Purchasing policy	<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. 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>
Supplier requirement and ordering procedure	<p>HACCP is a minimum accreditation for suppliers, BRC is the preference. Suppliers must also be accredited by the NSAI (ISO 22000 2005).</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 6 days per week before 2 p.m.</p>
Geographical spread	<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 6 days per week.</p>
Fleet size	<p>There are 17 vehicles, 7 of which are multi-temperate.</p>
Marketing support & services provided	<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 tele sales.</p> <p>There are nine customer support staff on the road who provide sales information to suppliers through their field sales work.</p>
Advice to new suppliers	<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>

Corrib Foods

Address: Kiltullagh, Athenry, Co Galway

Website: www.cfp.ie Phone: 091 848 004 e mail: info@cfp.ie

Company Profile	Corrib Foods Products is a long established food distribution company who provide a chilled, ambient and frozen distribution service across the 32 counties. Corrib Foods are a full service foodservice distributor and stock products across all categories.
Relevant contacts	Managing Director: Stan Lawless Purchasing: John Lawless E mail: info@cfp.ie Phone: 091 848 004
Product range	The product range is broken into three broad headings of chilled, ambient and frozen and their catalogue can be viewed online at www.cfp.ie . The range includes fresh potato products, fresh and frozen poultry, fresh and frozen meat, fruit and vegetables, fish products, frozen breads, confectionery, ribs, pizza, finger foods and desserts.
Sectors served	Corrib Foods service all foodservice sectors including restaurants, takeaways, hotels and canteens. They also supply retail foodservice counters such as hot and cold delis.
Opportunities for Irish food and drink suppliers	Corrib Foods were very open in saying they will consider all new Irish producers. They also emphasised that they are rarely contacted by Irish producers and are more likely to be approached several times per week by English producers. Their philosophy is that if a product offers potential they will be willing to try it.
Purchasing policy	Price and quality are the key determining factors in listing producers. A minimum of 7 days shelf-life is required to allow a product move through the supply chain. There is no opportunity for brands within their portfolio. Pricing is based on a net/net basis with no requirement for LTAs.
Supplier requirement and ordering procedure	Producers can deliver directly to the Galway or Dublin distribution centres or in many cases, Corrib Foods will collect from the producers' premises. Delivery frequency to the distribution centres will depend on the product type and shelf life and will be agreed specifically with the buyer.
Geographical spread	Corrib operate a 32 county service and would be particularly strong in the areas of Cork, Galway and Dublin and other large centres of population. They work in conjunction with a number of smaller local distributors who cover other regions.

Fleet size	The fleet consists of 40 multi-temperature vehicles.
Marketing support & services provided	<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 who do not avail of these ads will still be featured in the catalogue.</p> <p>New products are featured in a new products section on the company's website.</p>
Advice to new suppliers	<p>They do not seek exclusivity on any products and are more than happy to consider any new product once the price and quality meet their requirements.</p> <p>They have emphasised that they have particular difficulty with producers not putting out barcodes on cases which is essential for their business and this should be viewed as a minimum requirement.</p>
Other information	<p>Payment terms are either fifteen days or thirty 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, County Mayo

Website: www.crossdistribution.ie Phone: 086 822 0603 e mail: paraic@crossdistribution.ie

Company Profile	<p>Established seven years ago, Cross Distribution is a regional chilled and ambient distributor servicing the region west of the river Shannon.</p> <p>Foodservice accounts for 20% of sales, retail accounts for 60% and supply to butchers makes up the remaining 20%.</p>
Relevant contacts	<p>Managing Director: Paraic O Malley</p> <p>E mail: paraic@crossdistribution.ie</p> <p>Phone: 086 822 0603</p>
Product range	<p>Chilled product constitutes 95% of the range and the remaining 5% is ambient product. The product range includes breakfast meats, desserts, beverages, fish, yoghurts, salads, soups and soya milk.</p> <p>Rosderra Meats, Mueller yoghurts, Organic Harvest, Cully and Sully soups, and Clonakilty Black Pudding are some of the brands distributed.</p>
Sectors served	<p>Within foodservice, the company supplies hotels, coffee shops and restaurants.</p>
Opportunities for Irish food and drink suppliers	<p>The company is experiencing growth in the retail side of it business, in particular for branded Irish products when the pricing is competitive. Amongst consumers in the region, there is a growing awareness of the need to buy Irish produced foods.</p> <p>Within foodservice where operators have rents to pay in an environment of declining sales, price has become very important. Fortunately, in many cases the quality of Irish food is superior to the cheaper imports and the operators continue to buy Irish where the quality differential is noticeable.</p> <p>In early 2010, Cross Distribution wishes to expand its range of catering cheeses such as cheddars and block mozzarella and this is an opportunity for Irish producers. Also, the company anticipates that some operators will switch from cooking from scratch to regenerated meals in an effort to reduce costs. Cross Distribution is seeking high quality ready meals to satisfy this anticipated market.</p>
Purchasing policy	<p>The company has a preference to source local produce. In purchasing, quality is the most important consideration and price is a secondary, but important consideration.</p> <p>The company is listed for central billing with Cost Cutter.</p> <p>Purchasing decisions are made by the Managing Director who is influenced by the sales team when making a purchasing decision.</p>

Supplier requirement and ordering procedure	<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 9a.m. and 6p.m.</p>
Geographical spread	<p>From the company's depot in Cong, a region from Achill Island across to the Shannon down to Ballinasloe is serviced along with counties Clare and Galway.</p> <p>90% of customers are serviced twice per week.</p>
Fleet size	<p>The company has three chilled vehicles each with a capacity of 7.5 tonnes.</p>
Marketing support & services provided	<p>The company 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>Orders are not captured in advance as a van sales system 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> <p>The company has three van sales men on the road in addition to a business development manager.</p>
Advice to new suppliers	<p>Potential producers should contact the Managing Director by phone and make an appointment to discuss their proposal.</p>

Crossgar Foodservice

Address: Farranfad Road, Seaforde, County Down, BT30 8NH, Northern Ireland
Website: www.crossgar.ie Phone: +353 (0)1 803 0555 e mail: sales@crossgar.ie

Company Profile	<p>Crossgar Foodservice is one of the leading foodservice suppliers in the island of Ireland, providing the foodservice market with a genuine one-stop service. The company offers an extensive range of poultry, meat, chilled, frozen, grocery, non food items, cleaning systems and catering equipment, built around a core of locally produced products. Turnover for the current year is expected to be in the region of €45m.</p> <p>Crossgar Foodservice is unique in the foodservice industry because they own and control the sourcing and production of their 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 a year, 3663 delivers quality 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 services many of Ireland's leading restaurants, hospitals, schools, hotel groups, contract caterers and government sectors.</p>
Relevant contacts	<p>Trade and Marketing Manager: Stephen Millership (is the contact for all suppliers). E mail: stephen.millership@crossgar.ie Phone: 01 803 0555 (calls are re-directed to Northern Ireland).</p>
Product range	<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 their 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 "Dexter" beef sourced from farmers throughout Ireland. Crossgar sources fresh meat from producers in the Republic of Ireland for Republic of Ireland customers and from Northern Ireland producers for Northern Ireland customers. Crossgar Foodservice also supply 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. 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 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>The Lissara Farm Free Range Duck recently won a 3 star gold Great Taste awards. Traditional Dexter Beef won a 2 star Great Taste award for the Fillet Steak. The chickens are free range and corn fed.</p> <p>Fresh food products include fruit, vegetables and herbs.</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 Panini's 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, Robertson's, Kellogg's, Tate+Lyle, Schwartz, Britvic, Walkers, Cadbury, Mars, Nestle, Knorr and Coleman's. Crossgar Foodservice also carries a wide range of tea and coffee brands including Kenco, Davidoff, Vista Fairtrade and Tchibo.</p> <p>Non-food solutions include the exclusive distribution rights for Holchem's cleaning systems, catering and dining equipment.</p>
Sectors served	<p>Crossgar Foodservice primarily operates in the foodservice market in Ireland, both North & South.</p>
Opportunities for Irish food and drink suppliers	<p>The key growth areas and opportunities for Crossgar Foodservice are an 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, 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.</p> <p>Other products where Crossgar Foodservice sees opportunities for Irish producers are sandwich fillers and deli cooked meats e.g. chicken, hams and roast beef.</p>

<p>Purchasing policy</p>	<p>Crossgar Foodservice has a strong preference to source local produce across all product ranges.</p> <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 are 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, and Michael Morrissey, Director of Crossgar Foodservice, influence purchasing decisions.</p>
<p>Supplier requirement and ordering procedure</p>	<p>Crossgar Foodservice hold the 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.</p> <p>Orders are placed by EDI, email, phone and fax.</p> <p>Deliveries are taken into the depots and hub (see below) 6 days per week. Crossgar Foodservice also backhauls for small suppliers nationally, from the UK and Continental Europe.</p>
<p>Geographical spread</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 7 days per week if required. 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>Fleet size</p>	<p>There are a total of 50 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, Crossgar Foodservice has just invested in a fleet of new 15 ton lorries which use a new electrically powered refrigeration system.</p>

<p>Marketing support & services provided</p>	<p>Crossgar Foodservice has a main 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. Orders taken by 8.30pm have guaranteed next day delivery anywhere in Ireland. 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 who are craft butchers and 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>Advice to new suppliers</p>	<p>New potential suppliers should approach the company by emailing a power point 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. 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>

Curran Foods Ltd

Address: Northern Industrial Park, Waterford

Website: www.curranfoods.ie Phone: 051 370 500

e mail: info@curranfoods.ie

Company Profile	Curran Foods distributes a range of chilled and frozen foods to the foodservice sector.
Relevant contacts	Purchasing Manager: Tony Power Email: tony@curranfoods.ie Phone: 051 370 500
Product range	<p>The product range is set out fully in the company's website www.curranfoods.ie and includes breads, buffet style food, dairy and sauces, gateaux, ice creams and sorbets, meat products, patisserie, pizza and pasta, potato products, poultry and eggs, ready meals, seafood, fruit and vegetables.</p> <p>Products are 80% frozen, 10-15% chilled and 5-10% ambient.</p> <p>The major brands and suppliers carried by Curran Foods include Ardo vegetables, Weston chips, Kepak, Blenders and Irish Roll (from Cork).</p>
Sectors served	Segments of the foodservice sector serviced include the catering industry, hotels, restaurants, hot food delis and quick food service outlets.
Opportunities for Irish food and drink suppliers	<p>The key growth areas and opportunities that Curran Foods sees in the market are frozen vegetables and chips.</p> <p>Curran Foods is also looking for more locally sourced chilled products across all categories, as this is a growing business for them.</p> <p>Curran Foods sees growth in both chilled and frozen products.</p>
Purchasing policy	<p>Curran Foods always source from Irish producers if they can.</p> <p>Product quality is most important criteria, followed by price and then service. The market is very price oriented currently.</p> <p>The Purchasing Manager makes purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>Supplier QA requirements are HACCP, which is mandatory, and ideally BRC. Most of Curran Foods' suppliers have BRC. Full traceability of all products is also required.</p> <p>Orders placed by phone, email and fax.</p> <p>For most suppliers, deliveries are on a weekly to 2 weekly cycle, but they take deliveries up to 5 days per week.</p>
Geographical spread	There is one depot located in Waterford which stores chilled,

	<p>ambient, and frozen products. The premises also has a demonstration kitchen.</p> <p>The geographical area serviced is the South East and Midlands.</p> <p>The frequency of service out is 3 days per week to major centres, twice per week to others.</p>
Fleet size	There are 11 multi-temperature vehicles in the fleet carrying chilled, frozen and ambient products.
Marketing support & services provided	<p>Curran Foods has a catalogue which is launched annually.</p> <p>The telesales team and the 4 sales reps on the road alert customers to new products.</p> <p>Activities and promotions are encouraged to get product moving.</p> <p>Orders are gathered via the tele sales team.</p> <p>The company encourages suppliers to liaise with sales representatives in order to meet customers.</p>
Advice to new suppliers	Potential new suppliers should approach the company by emailing or mailing a product brochure.

Dairyland Cuisine

Address: Unit 12, Blanchardstown Corporate Park, Dublin 15

Website: www.dairyland.ie

Phone: (01) 882 9651

e mail: info@dairyland.ie

Company Profile	<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. Over 3,000 products are carried. The company has developed its own private label (Dairyland Cuisine) for a wide range of dairy products. Turnover in 2008 was €18 million. Chilled distribution accounts for 95% of turnover and ambient accounts for the remaining 5%.</p> <p>70% of sales are achieved in the foodservice sector and the remaining 30% are derived from the retail sector.</p>
Relevant contacts	<p>Purchasing Director: Martin Kiernan E mail: martin@dairylandcuisine.com Phone: (01) 882 9651</p>
Product range	<p>Product categories carried are dairy (butter, spreads, cheddar, continental cheese, cream, milk, and yoghurts), preserves, egg products, fresh bread, juices, and ambient products. As the company name suggests, dairy products are at the core of its range.</p>
Sectors served	<p>All sections of the foodservice sector are served. In particular, the company serves the needs of coffee shops, hotels, restaurants, contract caterers, delicatessens and sandwich bars.</p> <p>The customer base includes the Radisson Hotel Group, the Louis Fitzgerald Group and Clontarf Castle.</p>
Opportunities for Irish food and drink suppliers	<p>The majority of the product range is sourced in Ireland. However, pasteurised egg products are currently imported and this presents an opportunity for import substitution.</p> <p>A range of Irish farmhouse cheeses is currently being added to the offering. Irish produced desserts are another potential growth area for the company and this does present opportunities for Irish producers.</p>
Purchasing policy	<p>The company has a preference to source locally.</p> <p>The quality of produce sourced by the company is very important to it, but the pricing must be competitive to enable the company to sell it into a market place that is reluctant to pay a premium.</p> <p>Dairyland Cuisine is listed for central billing with Musgraves and Londis.</p> <p>Purchasing decisions are made by the Purchasing Director who is influenced by the needs of his customers in making a purchasing decision.</p>
Supplier requirement and ordering procedure	<p>New suppliers are visited by a contract food safety auditor who audits against standards agreed with Dairyland Cuisine.</p> <p>Orders are placed via e mail and deliveries are preferred between 9 a.m. and 5 p.m.</p>

Geographical spread	<p>Depots are located in Dublin, Roscommon, Carlow and Waterford. The Dairyland Cuisine range of dairy products is also stocked by Clona West Cork Foods who have a depot in Cork.</p> <p>All 26 counties are served with at least three deliveries per week and all urban centres receive a next day delivery service five days per week.</p>
Fleet size	<p>The company's fleet consists of 32 chilled vehicles which range in length from 14 feet to 22 feet.</p>
Marketing support & services provided	<p>A product catalogue with photographs is launched annually. Check with the company directly for details of the next launch date.</p> <p>Customers are advised of the launch of a new product via e mail. 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 tele sales.</p> <p>The company has a sales team of ten sales representatives who will develop sales of products and provide sales support on behalf of producers.</p>
Advice to new suppliers	<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 trials.</p>

Derrynaflan

Address: Derrynaflan Foods Ltd., Lehenaghmore, Togher, Cork

Website: www.derrynaflan.com Phone: 021 431 8490 e mail: sales@derrynaflan.com

Company Profile	<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>
Relevant contacts	<p>Sales Director: Paul Skinner E mail: paulskinner@derrynaflan.com Phone: 021 431 8490</p> <p>Managing Director: John Ryan E mail: johnryan@derrynaflan.com Phone: 021 431 8490</p>
Product range	<p>The company deals in high quality cooked meats, cooked breakfast products, sandwich bar ingredients, continental salami, pâté, bulk and speciality cheeses, butters, sauces, tinned pizzeria and deli products.</p> <p>Many continental and Italian brands are carried including Agnesi pasta.</p>
Sectors served	<p>All segments of the foodservice sector are served. In particular, the company has many customers in the pizza, bagel and sandwich bar sectors.</p>
Opportunities for Irish food and drink suppliers	<p>The company is supportive of Irish producers and is keen to explore new opportunities. In particular, the company believes that there are opportunities for quality convenience foods for the food to go market.</p> <p>The company finds that the foodservice sector is becoming increasingly value driven. The company has introduced initiatives to increase the sales of Irish produced foods; however the customer base is generally reluctant to pay a premium for Irish produce.</p>
Purchasing policy	<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 feed back 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 Musgraves, Londis, Stonehouse, BWG, and Barry's of Mallow.</p> <p>The purchasing decision is made by the Sales Director and the Managing Director.</p>

Supplier requirement and ordering procedure	<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 e mail. Deliveries are accepted 5 days per week up to 2p.m.</p>
Geographical spread	<p>Depots are located in Cork, Dublin, Tralee, Limerick, Galway, Portlaoise and Sligo. All supplied goods are delivered to the Cork depot.</p> <p>Distribution is across the 26 counties. A next day delivery service is available in all major population centres 5 days per week and all regions are serviced at least twice per week.</p>
Fleet size	<p>The fleet consists of 27 trucks, 6 vans and 2 articulated trucks. All vehicles are refrigerated.</p>
Marketing support & services provided	<p>A new e commerce website is to be launched in September 2009 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>All sales are achieved via van sales (van carries sufficient stock to meet the customer's needs and the order is taken on arrival at customer's premises).</p> <p>The company has a team of 36 sales representatives who are available to develop sales on behalf of suppliers.</p>
Advice to new suppliers	<p>Make contact with the Sales Director via phone or email and make an appointment to meet with samples.</p>

Dublin Food Sales

Address: Glasnevin Business Park, Ballyboggan Road, Dublin 11

Website: www.dublinfoodsales.ie Phone: 01-830 3833 e mail: info@dublinfoodsales.ie

Company Profile	<p>Established 26 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>
Relevant contacts	<p>Managing Director: Martin Kernaghan E mail: martin@dublinfoodsales.ie Phone: 01 – 830 3833</p>
Product range	<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 is dairy based. The total number of products distributed exceeds 2,000.</p>
Sectors served	<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.</p>
Opportunities for Irish food and drink suppliers	<p>The company laments the decline in the Irish manufacture of ambient goods for the foodservice sector pointing out that some producers no longer exist or have outsourced the manufacture of their products to overseas plants.</p> <p>Apart from Tipperary Water, almost all the tinned and jarred 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 inputs.</p>
Purchasing policy	<p>The company has a preference to source local produce.</p> <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>
Supplier requirement and ordering procedure	<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 e mail. Deliveries are received 5 days per week within trading hours.</p>
Geographical spread	<p>The one depot is in Dublin from where the greater Dublin region is serviced.</p>

	A next day delivery service is provided five days per week.
Fleet size	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.
Marketing support & services provided	<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>
Advice to new suppliers	Potential suppliers should contact the Managing Director via phone to arrange a meeting. He will then write to 20 of his customers advising them to expect a visit from the potential supplier with samples. If the customers are interested in buying the product, the company will happily distribute the product.

Eirespan

Address: Units J3/K12 The Merchants Yard, East Wall Road, Dublin 3

Website: www.eirespan.com

Phone: 01 888 1887

e mail: info@eirespan.com

Company Profile	<p>Established in 2000, Eirespan distributes chilled, ambient, and frozen foods to the retail and foodservice sectors in Leinster and the counties of Cork and Galway. In addition to distributing a range of Continental speciality products under the SOL brand, the company distributes a variety of foods for Irish producers.</p> <p>Retail accounts for 90% of turnover and the remaining 10% is achieved in the foodservice sector.</p>
Relevant contacts	<p>Managing Director: Ioseba Larregui E mail: ioseba@eirespan.com Phone: 01 888 1887</p>
Product range	<p>Eirespan distribute approximately 200 products. The chilled range includes breakfast meats, salads, sandwich bar ingredients, yoghurts, Continental cooked meats, cheeses, pasta, and ready meals. The ambient range includes olive oil, vegetables and canned goods. The frozen range includes ready meals, breads and cakes.</p> <p>Chilled accounts for 85% of the product distributed, frozen accounts for 10%, and ambient constitutes the remaining 5%.</p> <p>SOL, Glenisk, Espina and Pasaqual are some of the brands carried by Eirespan.</p>
Sectors served	<p>Within the foodservice sector, the customer base includes restaurants, delicatessen counters, sandwich bars, and juice bars.</p>
Opportunities for Irish food and drink suppliers	<p>Eirespan see opportunities in the market place for producers of ready meals. More meals pitched at a medium price level are required. In addition, there is a need for more varieties to be produced. There is too much reliance on meals such as Lasagne, Indian dishes and Chinese stir fries. Recipes using beef and lamb are suggested.</p> <p>The production of chilled pizza is another opportunity for Irish producers.</p>
Purchasing policy	<p>Eirespan has a preference to source local produce.</p> <p>When purchasing for the foodservice market the consideration is price. Once an acceptable standard is achieved, it is down to price.</p> <p>Eirespan is listed with all the major multiples and group organisations to whom it supplies a wide range of Continental speciality foods.</p> <p>When it comes to purchasing Irish produced products, it is the managing director who makes the decisions. The opinion of the sales team and customers is taken into account.</p>

	The Managing Director is happy to try anything and to allow the market to decide if the product is commercially viable.
Supplier requirement and ordering procedure	<p>All producers must complete a supplier questionnaire and present documentary evidence of their HACCP plan and accreditations in addition to copies of microbiological analyses of their products. A UK based food safety consultancy company audits producers on Eirespan's behalf using their own audit criteria. The cost of the audit is shared.</p> <p>Orders are placed by e mail and fax. Goods inwards are received 8 a.m. to 1 p.m.</p>
Geographical spread	<p>From its depot in Dublin, the Leinster area is serviced by Eirespan's own fleet. Eirespan has links with a distributor in Galway and a distributor in Cork who distribute on its behalf in those counties.</p> <p>In the Dublin region, a next day delivery service is provided five days per week. Other regions receive a delivery at least once per week.</p>
Fleet size	The fleet of 6 chilled and frozen vehicles consists of three 7.5 tonne vans and 3 Sprinter vans.
Marketing support & services provided	<p>A product catalogue with images is produced internally biannually.</p> <p>The company chef gives product demonstrations to customers to introduce new products. In addition, the sales representatives introduce new products to the customer base.</p> <p>Eirespan believes that introductory promotions are a must.</p> <p>Foodservice orders are captured via telesales. The retail sector is serviced by a van sales operation.</p> <p>The company believes that it is critical that producers get involved in developing sales for their products and encourages producers to meet customers to develop sales. Sales information is made available to assist with sales development.</p> <p>Eirespan has two sales representatives.</p>
Advice to new suppliers	Contact the Managing Director by e mail and telephone. It is suggested that producers should develop a customer base of up to 20 customers before approaching a distributor. Producers should be prepared to do foot work for a couple of months to develop the sales of their products after obtaining a listing with a distributor. The price position of the products should be well researched.

Fegans Foodservice

Address: Unit E3, North City Business Park, North Road, Dublin 11

Website: www.foodservice.ie

Phone: 01 8914500

e mail: info@foodservice.ie

Company Profile	<p>Fegans Foodservice is a leading independent foodservice provider based in Dublin and provides a 'one-stop shop' for catering and foodservice professionals. The company distributes chilled, ambient, and frozen foods across the Republic of Ireland.</p> <p>Fegans was established as a cash and carry wholesale business in 1925 and the company later played a key part in the creation the Homestead brand. In 1999, the company diversified into the foodservice sector.</p> <p>Foodservice now accounts for 95% of sales, the remaining 5% being retail.</p>
Relevant contacts	<p>Purchasing Director: James Fegan E mail: James@foodservice.ie Phone: 01 8914500</p>
Product range	<p>Product categories carried include dry goods (canned goods, baking supplies, oils, condiments, sauces, soups, cereals and preserves), ethnic foods, Italian cuisine, snack foods, beverages (alcoholic and non alcoholic), frozen foods (including desserts, potato products, vegetables, seafood), dairy products, delicatessen supplies (both for hot and cold delicatessen offerings), fruit and vegetables and fresh meats. A wide range of non food items is also stocked.</p> <p>The product list includes over 5,000 products. Ambient goods (including beverages) account for 70% of sales, chilled accounts for 20%, and frozen accounts for 10%. Chilled and frozen storage capacity has been recently increased.</p> <p>All major household brands are stocked in addition to some specialist brands such as Garofalo pasta and Vismara cured meats.</p>
Sectors served	<p>Within foodservice the customer base includes restaurants, cafes, hotels, takeaways, offices, clubs, crèches, old folks retirement homes, hospitals, and pubs.</p>
Opportunities for Irish food and drink suppliers	<p>The company is currently experiencing growth in dairy (cheeses and yoghurt) and in cooked meats (e.g. delicatessen hams). This growth is a result of increased market penetration facilitated by the recent expansion of the company's chilled storage capacity.</p> <p>Fegans would welcome the inclusion of country of origin (in addition to country of processing) of meat in product labelling. The company believes such a development would create opportunities for Irish producers.</p> <p>Fegans believe that there is an opportunity to manufacture a range of gluten free products in Ireland e.g. pasta, cakes, and pizza bases. There is a strong demand for gluten free products, in particular from crèches. Many</p>

	of these products are currently produced in the United Kingdom.
Purchasing policy	<p>Fegans have a preference to source local produce, once the pricing is competitive.</p> <p>The company's purchasing policy is driven by its customers' needs. Product pricing must be commensurate with product quality.</p> <p>Fegans are not listed for central billing with group retailers.</p> <p>The purchasing decisions are made by the purchasing director who is influenced in his decision making only by the needs of the company's customers.</p>
Supplier requirement and ordering procedure	<p>All suppliers must complete a supplier questionnaire. New producers are subject to a visit from the company for a general factory walk.</p> <p>Orders are placed by phone, fax and e mail. Deliveries are received in the mornings at times agreed with each supplier individually.</p>
Geographical spread	<p>The company's main depot is in the North City Business Park, Dublin. Another smaller depot is located in Dublin's city centre.</p> <p>The main depot has chilled, ambient, and frozen storage facilities. All locations in the Republic of Ireland are serviced from the main depot.</p> <p>A next delivery service is provided.</p>
Fleet size	Fegans have 3 delivery vehicles of their own and have access to an additional 6 vehicles via third parties. The vehicles are capable of carrying chilled, frozen, and ambient foods.
Marketing support & services provided	<p>A complete product price list is available on the company's website.</p> <p>Customers are alerted to the arrival of a new product via the company's monthly promotion sheet. Promotions are encouraged to get new product moving. The sales team also introduce new products to the customer base.</p> <p>Orders are gathered via telesales and the company's team of three sales representatives. The sales representatives provide sales support on behalf of producers.</p> <p>Top lines sales information is available to producers to allow them assess the effectiveness of promotions etc.</p>
Advice to new suppliers	Potential producers should contact the purchasing director via e mail and follow up with a phone call to arrange delivery of samples. Producers are advised to begin with their most competitive price.

Gerard Gammell Services

Address: Unit 1, Charleville Business Park, Bakers Road, Charleville, Co. Cork
 Website: not available Phone: 063 21615 e mail: gerardgammellservices@hotmail.com

Company Profile	<p>Gerard Gammell Services provides chilled and ambient delivery services along the Western Seaboard of Ireland. The company currently delivers on behalf of Kerry Foods and other local businesses. Foodservice operators, hotels in particular, are amongst the outlets to which deliveries are made.</p> <p>Although the company does not take title of the goods delivered, it is included in this directory because it provides an alternative route to market that gives the producer greater control over sales. The company wishes to increase the number of clients for whom it provides a delivery service.</p>
Relevant contacts	<p>Managing director: Gerard Gammell E mail: gerardgammellservices@hotmail.com Phone: 063 21615</p>
Product range	<p>70% of the product currently delivered is ambient and the remaining 30% is chilled. Chilled samples (e.g. cheeses and wet salads), cakes and locally produced foods are delivered on behalf of local producers.</p>
Sectors served	<p>Within the foodservice sector the company currently delivers to hotels. The company is in a position to deliver to any outlet type along the Western Seaboard.</p>
Opportunities for Irish food and drink suppliers	<p>The opportunity for Irish producers is to manage their own accounts and avail of Gerard Gammell Services' delivery service to fulfil orders. This approach to distribution provides producers with much greater control over the sales and marketing of their products. However, it is also requires greater resources to manage.</p> <p>The company believes that it offers an alternative and cheaper route to market for producers who wish to develop their own markets and require a delivery service along the Western Seaboard.</p>
Purchasing policy	<p>The company is a strong supporter of Irish producers from whom it generates all its business.</p> <p>As the company does not take title of goods, it does not have a purchasing policy.</p>
Supplier requirement and ordering procedure	<p>There are no technical requirements to deliver through the Gerard Gammell Services' delivery network.</p> <p>The company will collect from a producer's premises and deliver the orders as specified.</p>
Geographical spread	<p>From its depot in Charleville, the company services the Western Seaboard from the Beara Peninsula to County Mayo.</p>
Fleet size	<p>The fleet consists of 2 refrigerated transit vans and 4 ambient transit vans.</p>

Marketing support & services provided	Producers provide their own sales support and capture their own orders. Gerard Gammell Services will fulfil the orders received by the producer.
Advice to new suppliers	Contact the managing director by e mail and make an appointment via telephone. The company is currently seeking new business and welcomes approaches from producers who require delivery services along the Western Seaboard.

Gilmore Food Services

Address: 10 Millenium Business Park, Cappagh Road, Dublin 11

Website: Not available

Phone: 01 8649960

e mail: gilmorefoods@eircom.net

Company Profile	<p>Established in 1962 as a distributor of seafood products, the company has evolved into a distributor of a wide range of food products at ambient, chilled, and frozen temperatures.</p> <p>The sectors serviced are foodservice and retail, each of which account for approximately 50% of company turnover. Sales of seafood products account for 50% of company turnover.</p>
Relevant contacts	<p>Managing director: Gary Gilmore E mail: gilmorefoods@eircom.net Phone: 01 8649960</p>
Product range	<p>Product categories carried include fish and seafood, frozen vegetables and potato products, confectionery, desserts, cakes, dried goods, oils, sauces, mayonnaise, pasta and rice. Over 1,000 products are stocked.</p> <p>The business split by temperature is approximately frozen 50%, chilled 30%, and ambient 20%.</p> <p>Lyons Seafood and Ocean Pure are examples of brands carried.</p>
Sectors served	<p>Within foodservice, the principle sectors served are restaurants, hotels, and public houses.</p>
Opportunities for Irish food and drink suppliers	<p>Value for money products are performing best in the current market. The fresh fish supplied is Irish landed. The frozen fish is imported. This presents an import substitution opportunity.</p> <p>Other frozen foods such as vegetable and potato products are also imported and likewise this presents an opportunity for import substitution. An opportunity also exists for the supply of locally produced parabaked artisan breads.</p>
Purchasing policy	<p>The company does have a preference to source local foods but finds that in many cases an Irish produced option is not available as detailed above.</p> <p>The purchasing policy is to satisfy customer requirements with quality products sourced at competitive prices.</p> <p>The company is listed for central billing with Musgrave's in addition to having listings with Ireland's multiple retailers.</p> <p>The managing director consults with the sales team in making purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>Producers are required to provide paperwork to demonstrate the quality control systems that are in place. Records of recent audits and routine microbiological tests are also reviewed.</p>

	Orders are placed via e mail and goods are received during trading hours.
Geographical spread	The company's depot is in Dublin. Distribution covers Dublin city and county where a next day delivery service is provided five days per week.
Fleet size	The fleet consists of five vans all capable of carrying 4 pallets. The vehicles have separate compartments for ambient, chilled, and frozen goods.
Marketing support & services provided	<p>A product catalogue with colour photographs is produced biannually. The next catalogue is due for publication in 2011.</p> <p>A flyer is sent to customers to herald the arrival of new products. This is followed up with promotional activity in conjunction with the producer to get the product moving.</p> <p>Orders are captured via telesales. Producers are welcome to visit key customers to encourage sales and the company is happy to update producers on the sales development of their products.</p> <p>The company has two sales representatives who provide sales support and develop new business.</p>
Advice to new suppliers	Research your distribution options well. Contact the managing director and arrange a meeting.

Glanbia Consumer Foods

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

Website: www.glanbia.com/consumer-foods Phone: 01 488 1000 email: pflynn@glanbia.ie

Company Profile	<p>Glanbia Consumer Foods (Glanbia) is the largest branded food supplier in to the Irish grocery sector. The business unit supplies over 4,000 customers with almost two million consumer packs each day.</p> <p>Glanbia’s main activities are the manufacturer 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>
Relevant contacts	<p>Channel Manager for Foodservice: Paul Flynn Phone: 01 488 1000 Mobile: 086 0414 611 Email: pflynn@glanbia.ie</p>
Product range	<p>The product categories are milk, cheese, 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 their own brands: 'Avonmore', 'Premier', 'Yoplait', 'Kilmeaden', 'Snowcream', 'Petits Filous', and 'CMP.'</p> <p>Third party brands include Innocent smoothies and juices and Monster drinks.</p>
Sectors served	<p>Glanbia distributes to all foodservice sectors and all of the multiples and symbol groups in the retail sector. Hospitality and contract caterers are also serviced</p>
Opportunities for Irish food and drink suppliers	<p>Key growth areas are:</p> <ul style="list-style-type: none"> • 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. • 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 they carry from their own brands and third parties. <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 the meals solution to the evening meal e.g. chilled ready meals, fresh chilled juice varieties, olive oils.</p> <p>Glanbia is also interested in sourcing from producers of Irish dairy products with a point of difference which complement Glanbia’s current</p>

	product range but need the wheels to distribute the product e.g. regional cheeses and artisan products.
Purchasing policy	<p>Glanbia has a strong preference to source local produce.</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>
Supplier requirement and ordering procedure	<p>Supplier QA requirements are BRC and ISO standards. Glanbia has an in-house quality team that carries out audits of suppliers premises.</p> <p>Orders are placed by EDI.</p>
Geographical spread	<p>Depots are all chilled and ambient and are located in Dublin, Cork, Kildare, Waterford and Louth.</p> <p>The geographical area serviced is nationwide and frequency of service out is 7 days per week.</p>
Fleet size	Glanbia has 350 milk agents and 22 chilled vehicles which carry food products e.g. soups, yoghurts, butter and spreads to Republic of Ireland and they also have a distribution company in Northern Ireland.
Marketing support & services provided	<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</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>
Advice to new suppliers	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 own brand and other third party brands for customers.

Gleneely Foods

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

Website: Not available Phone: 01 403 0300 e mail: sales@gleneelyfoods.com

Company Profile	<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>
Relevant contacts	<p>Managing Director: Percy Covitz e mail: sales@gleneelyfoods.com Phone: 01 403 0300</p>
Product range	<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 Pavina water, Pagini pasta, and olives from the Fresh Olive Company.</p>
Sectors served	<p>Within the foodservice sector all segments of the market are serviced. The customer base includes high end restaurants, sandwich bars, hospitals, and schools. Customers include Avoca Handweavers, The Bagel Bars, Eddie Rockets, the Merrion Hotel, and the Unicorn restaurant.</p>
Opportunities for Irish food and drink suppliers	<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 cheese are received, although this is still a small niche.</p>
Purchasing policy	<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>
Supplier requirement and ordering procedure	<p>All suppliers must complete a supplier questionnaire and submit documentation to substantiate their food safety systems. Suppliers are also audited by Gleneely Foods who use their own internal audit criteria.</p>

	<p>Orders are placed with suppliers via e mail and fax.</p> <p>The company often collects orders from its Irish suppliers. The depot receives deliveries from 5 a.m. to 4 p.m. five days per week.</p>
Geographical spread	<p>Gleneely Foods have one depot in Dublin from where 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>
Fleet size	<p>The company fleet consists of 9 chilled vans all of 3 tonne capacity. This size of vehicle facilitates all day deliveries into Dublin city centre.</p>
Marketing support & services provided	<p>An annual catalogue is launched in March of each year. The cut off for inclusion in the catalogue is January.</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 twenty 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>
Advice to new suppliers	<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 glad to take the products on board.</p>

Golden Farm Products

Address: Unit 9 Dunshaughlin Business Park, Dunshaughlin, Co Meath
 Website: www.goldenfarm.ie Phone: 01 824 0853 email: sales@goldenfarm.ie

Company Profile	<p>Golden Farm Products (Golden Farm) is one of Ireland's leading foodservice companies with over 500 product lines. The predominant activity is the distribution of poultry products as well as other areas of the meat industry, finger food and condiments.</p> <p>Golden Farm also rears its own Christmas birds i.e. turkeys.</p>
Relevant contacts	<p>Purchasing Director: Jeff O'Connor E mail: jeff@goldenfarm.ie. Contact by e mail is preferred</p>
Product range	<p>Product categories carried by Golden Farm are poultry (cooked and fresh chicken and turkeys), beef, pork, lamb, finger foods and condiments.</p> <p>The breakdown of product categories is 70% chilled, 30% frozen.</p> <p>The major suppliers are local chicken producers and large chicken processors for on the bone products. Product is also sourced from European chicken suppliers. Golden Farm carries the Kraft brand of mayonnaise.</p>
Sectors served	<p>The sectors serviced include contract catering, hotels, and restaurants and butchers (for the Christmas market).</p>
Opportunities for Irish food and drink suppliers	<p>Key growth areas are products sold in "price per pack" format and frozen convenience value products.</p> <p>There are opportunities for Irish suppliers for value frozen convenience finger and buffet style products (nuggets, goujons, finger food etc.).</p> <p>Products in the range for which the company does not have an Irish equivalent and which present opportunities for import substitution are good value, competitively priced, Irish chicken fillets. The market is very price sensitive for this product.</p> <p>There is a greater growth in frozen than chilled foods due to increased demand for value frozen convenience products (nuggets, goujons, finger food and buffet style products).</p>
Purchasing policy	<p>The company has a preference to source local produce.</p> <p>For purchasing, price is a key customer driven criteria, good quality is a given, as are service and flexibility.</p> <p>The Purchasing Director influences the purchasing decision and tests products to ensure that they reach quality specifications.</p>

Supplier requirement and ordering procedure	<p>Supplier QA requirements include QA questionnaires. HACCP is mandatory as is ISO 9000. Independent quality accreditations are preferred.</p> <p>Orders are placed by phone and deliveries are expected the following day for Irish suppliers and the following week for imports, which are delivered by the pallet. Supplier delivery windows are 5 days per week, Tuesday to Saturday.</p>
Geographical spread	<p>Golden Farm has 1 depot in Dunshaughlin which carries chilled and frozen products.</p> <p>The geographical area serviced is Dublin, Kildare and Meath, generally a 60 mile radius from the depot unless orders are in large quantities i.e. pallet loads, in which case deliveries are made nationwide. Deliveries are made 5 days per week.</p>
Fleet size	<p>There are 4 multi-temperate vehicles in the fleet (chilled and frozen).</p>
Marketing support & services provided	<p>There is no catalogue as the website carries all of the relevant product information.</p> <p>Golden Farm alerts customers to new products by phone and gives them samples to try.</p> <p>At launch, new suppliers are encouraged to provide free products for samples for customers of Golden Farm to get product moving.</p> <p>Sales are gathered via the tele sales team, by fax, phone or email, 5 days per week.</p> <p>Golden Farm prefers to speak to customers on supplier's behalf through their 3 sales representatives.</p>
Advice to new suppliers	<p>Potential suppliers should approach Golden Farm via the purchasing director, arrange a meeting and provide samples for evaluation.</p>

Hannan Meats Ltd

Address: 9 Moira Industrial Estate, Old Kilmore Road, Moira, County Down, BT67 0LZ

Website: www.hannanmeats.com Phone: 0489 6199790 email: peter@hannanmeats.com

Company Profile	<p>Hannan Meats is a distributor of meats, seafood, and speciality products to the foodservice sector and to some independent retail outlets for their deli counters. Its distribution network covers Northern Ireland, the border counties and Dublin.</p> <p>Chilled, ambient and frozen products are distributed.</p>
Relevant contacts	<p>Purchasing contacts: Peter Hannan or David Rosbottom E mail: peter@hannanmeats.com Phone: 0489 6199790</p>
Product range	<p>The product categories include fresh and speciality meats (beef, lamb, pork, and Irish venison), Irish cheeses, Irish organic smoked salmon, black and white puddings, dried goods e.g. pastas, olive oil, condiments, local jams.</p> <p>The vast majority of produce is chilled.</p> <p>The major brands and suppliers carried by Hannan Meats are Herefords Society certified beef, Moyallon produce (bacon, sausages burgers), Slaney Rose Veal, Silverhill duck and Onblas chutneys and oils.</p>
Sectors served	<p>The foodservice sectors serviced include hotels, restaurants, pubs and contract caterers.</p>
Opportunities for Irish food and drink suppliers	<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 are currently developing an an Irish chicken range.</p> <p>Hannan Meats import French poultry products (Barbary duck, quail, and fois gras) and Spanish and Italian charcuteries 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.</p> <p>Hannan Meats is currently looking for an Irish supplier of a range of terrines and pates.</p> <p>There is greater growth in chilled rather than frozen products.</p>
Purchasing policy	<p>The company has a strong preference to source local produce and is increasingly receiving requests from customers for 100% Irish products.</p> <p>The key elements of the Hannan Meats purchasing policy are quality, price, service and reliability. It is important that price represents good value for money rather a cheap product of inferior quality.</p> <p>Peter Hannan, David Rosbottom, Ken Lightbody and Jillian Doogan</p>

	influence purchasing decisions.
Supplier requirement and ordering procedure	<p>Supplier food safety standards are checked via questionnaire and visits to the supplier premises. HACCP is mandatory.</p> <p>It is mandatory for all meat products to have an EU licence.</p> <p>Orders are placed by email, phone and fax.</p> <p>Supplier delivery windows and frequency of supply are up to 5 days per week.</p>
Geographical spread	<p>There is one multi-temperature depot located in Moira, County Down.</p> <p>The geographical area serviced is Northern Ireland, border counties, and Dublin.</p> <p>The frequency of service out is up to 6 days a week.</p>
Fleet size	The fleet size consists of 6 – 7 multi-temperature vehicles.
Marketing support & services provided	<p>The company's product catalogue is updated and published on a number of occasions per annum.</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>Orders are gathered via tele sales.</p> <p>Suppliers are encouraged to speak to Hannan Meat's customers.</p>
Advice to new suppliers	Potential suppliers should approach the company with product information that communicates the products' unique selling points, pricing and details of current distribution arrangements.

Henderson Foodservice

Address: 54 Mallusk Road, Newtownabbey, BT36 4PX

Website: www.henderson-group.com Phone +44 28 9034 2342 email:info@henderson-group.com

Company Profile	<p>Henderson Group is one of the largest family owned businesses in the UK & Ireland. Henderson Foodservice operates as an independent business unit within the group structure with its own managing director and board of directors.</p> <p>HFS supplies to all sectors of the foodservice market with distribution coverage across all counties of Ireland, with the business in the Republic of Ireland growing.</p>
Relevant contacts	<p>Peter McMeekin is the Commercial Controller, responsible for the trading and marketing function and the contract, telesales and food-to-go sales teams for HFS.</p> <p>E mail: peter.mcmeekin@henderson-group.com Phone: +44 28 9034 2342</p> <p>HFS has two Sectoral Sales Managers for independent trade, Kiera Hood and Ian Cochrane, all independent trade customer enquires should be directed to either Kiera or Ian on +44 28 90 342 342 or at kiera.hood@henderson-group.com or ian.cochrane@henderson-group.com</p> <p>All trading enquires should be directed to the Trade Marketing Controller, Karen Poag, at karen.poag@henderson-group.com</p>
Product range	<p>HFS carries a wide product portfolio, with ambient goods accounting for 60% of the business. Chilled and frozen products continue to grow and currently represent 40% of sales.</p> <p>HFS distributes over 3,500 products from a combination of key industry players including Premier, Unilever, Nestle and smaller and local suppliers who include U Bake, Yellow Door Deli and Glastry Farm.</p> <p>HFS are a member of Landmark buying Group with access to the CK (Caterers Kitchen) own label range. The CK brand is a range of chilled and ambient products developed and packed specifically for Caterers.</p> <p>HFS has a trading alliance with Booker, giving them the distribution rights across Ireland for Booker's own labels- Booker Basics, Chef's Larder and Lichfield.</p>
Sectors served	<p>Key customer sectors within independent trade are:</p> <ul style="list-style-type: none"> Hotels and restaurants Workplace catering Home bakeries Nursing homes Cafes, coffee shops and sandwich bars.

	<p>Key contracts are held across the industry, in the education sector, health care 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>
Opportunities for Irish food and drink suppliers	<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>HFS's success in winning new contractual business continues with the award of frozen distribution into the NI health boards.</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 a lot of manufacturers from the Republic of Ireland and are keen to grow this business.</p>
Purchasing policy	<p>Innovation, quality and value for money are the key benchmarks of HFS's purchasing policy.</p>
Supplier requirement and ordering procedure	<p>Supplier QA requirements are laid down by the Henderson Group.</p> <p>Orders can be placed by EDI, but HFS predominantly uses system generated autofax.</p> <p>Supplier delivery windows are 5 days per week from 6.30/7am until 2/3pm</p>
Geographical spread	<p>Depots are located in Mallusk, Belfast (all temperatures) and Ballymoney (chilled and ambient).</p> <p>HFS distributes nationwide to the island of Ireland and backhauls from the UK.</p> <p>The frequency of service out from the depots is dependent on customer requirements and commercials, but is up to 6 days per week.</p>
Fleet size	<p>HFS has 35 multi-temperate vehicles on the road for chilled, frozen and ambient products.</p>
Marketing support & services provided	<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. Sectoral promotions are run for nursing homes and hotels at key trading times in the year</p> <p>HFS runs a unique customer loyalty scheme, Just for You, which allows suppliers to reward their ongoing customers. Through the monthly promotions additional points can be earned by customers on featured products.</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 16 employees of the tele sales department.</p> <p>Suppliers are encouraged to work in conjunction with the sales force to develop end user relationships. There are 25 sales representatives on the team whose focus is business development.</p> <p>HFS has regular meetings with all of its suppliers to review business and sales reports.</p>
<p>Advice to new suppliers</p>	<p>Potential suppliers are advised to contact the Trade Marketing Controller and forward details of the product range via e mail, including indicative pricing. This is needed in advance of any meeting. If the product range is of interest, the Trade Marketing Controller will then arrange to meet with the supplier and review the products.</p>

Horgan's Delicatessen Suppliers Ltd.

Address: Horgan's Delicatessen Supplies Ltd, Mitchelstown, Co. Cork

Website: www.horgans.com

Phone: 025 41200

e mail: info@horgans.com

Company Profile	Horgan's Delicatessen Suppliers (Horgan's) distributes to the foodservice and retail sectors, with retail being their main activity. Company turnover for 2008 was €36m.
Relevant contacts	Purchasing Manager: Paul Horgan Phone: 025 41200 Initial contact by telephone is preferred.
Product range	Horgan's carries over 1,000 chilled and ambient products which include delicatessen products e.g. cheeses, deli meats and antipasto, ready meals, dairy products e.g. milks, yoghurts, butters and spreads, oils, jams and preserves, fish products e.g. smoked salmon, confectionery, soups, juices, and desserts (Italian and Irish). Horgan's carries both chilled and ambient products with 85 – 90% chilled. The major brands and suppliers carried by Horgan's include the Laughing Cow, President, Babybel, Benecol, Gubeen smokehouse, Castelli, Connaught Gold, Ballymaloe chilled pasta sauces, Follain and The Scullery. Horgan's also carries its own brand of Irish Angus cooked beef.
Sectors served	For foodservice, Horgan's distributes to airlines, hotels, restaurants and pizza restaurants both directly and via other Irish distributors e.g. Natures Best. Customers in the travel industry include Gate Gourmet and Aer Lingus.
Opportunities for Irish food and drink suppliers	The key growth areas and opportunities in the market are value products and culinary cheeses e.g. mozzarellas and speciality meats. Horgan's is always looking for new products and categories but they need to be competitive. Horgan's is currently importing smoked and green hams but would prefer to source an Irish equivalent.
Purchasing policy	Horgan's has a strong preference to source local produce and would like to carry as many Irish products as possible. Purchasing policy is quality first, then price and service. Horgan's has central billing for all of the multiples except for Dunnes Stores which it services directly. All symbol groups are serviced through van sales. The Purchasing Manager, Managing Director (Michael Horgan) and Sales Manager (Edward Horgan) influence purchasing decisions.

Supplier requirement and ordering procedure	<p>The company audits suppliers directly and HACCP is a basic requirement. The company distributes a paper audit to all suppliers which is followed up by a visit from their QA personnel.</p> <p>Orders are placed via EDI, email, phone and fax.</p> <p>Supplier delivery windows are daily for Irish suppliers and weekly for Continental suppliers.</p>
Geographical spread	<p>Horgan's has 3 depots: Dublin (Blanchardstown), Tuam and Mitchelstown where the head office is located. All depots are both chilled and ambient.</p> <p>Horgan's services the island of Ireland and makes deliveries 7 days per week.</p>
Fleet size	<p>There are 14 multi-temperate chilled and ambient vehicles in the fleet including van sales.</p>
Marketing support & services provided	<p>There is a catalogue which is updated regularly at least annually. The cut off date varies.</p> <p>The telesales and sales reps teams alert customers to new products and gather orders. There are 10 sales representatives on the team.</p> <p>Promotions are encouraged to get product moving, particularly at launch.</p> <p>Horgan's meets customers jointly with suppliers, especially for launches.</p> <p>Sales information is available to suppliers monthly as all sales representatives have hand-held reporting systems.</p>
Advice to new suppliers	<p>New potential suppliers should email in a product brochure and arrange a meeting with the purchasing manager if the products are of interest.</p>

Hourigan Family Foods Distribution Ltd

Address: Ballysally, Ballyagran, Kilmallock, County Limerick

Website: N/A Phone: 06382255 e mail: N/A

Company Profile	Hourigan Family Foods Distribution Ltd. (Hourigans) are predominantly frozen food distributors with some chilled produce.
Relevant contacts	Managing Director: Pat Hourigan (the main contact for purchasing) Tel: 063 82255 Fax: 063 82256 There is no broadband in the area.
Product range	Product categories are frozen chips, frozen vegetables, fish, poultry, cheese, mayonnaise, frozen doner kebabs, eggs and vegetable oil. Products are 90% frozen and just under 10% chilled with a small amount of ambient. The major brands and suppliers carried by Hourigans are Big Al and Green Isle.
Sectors served	Hourigans distributes to the restaurant, particularly quick foodservice restaurants in the foodservice sector and to symbol groups and independent stores in the retail sector.
Opportunities for Irish food and drink suppliers	The key growth areas and opportunities in the market are more takeaway type products, particularly chicken products for take away restaurants. Although they do import, the company has a strong preference to source from Ireland if possible.
Purchasing policy	Quality is a key criteria when it comes to Hourigans purchasing policy. Price, service and flexibility are also important.
Supplier requirement and ordering procedure	HACCP is a minimum QA requirement. Orders are placed by phone. Supplier delivery windows are once a week.
Geographical spread	Hourigans has one depot in Sligo which stores chilled and frozen produce. The geographical area serviced is Munster and the frequency of service out is twice per week.
Fleet size	The number of vehicles in the fleet is 7 multi-temperate (chilled and frozen).
Marketing support & services provided	There is a product list of Hourigan's product range. This is updated to alert customers to new products. Orders are gathered via telesales and van sales. The van sales drivers also act as the company's sales representatives.
Advice to new suppliers	Potential suppliers should call the Managing Director in the first instance.

Jim Franey Limited Frozen Foods

Address: Unit A Montone Business Park, Oak Road, Dublin 12

Website: www.franey.ie

Phone: 01 456 9011

e mail: jim@franey.ie

Company Profile	<p>Jim Franey Limited Frozen Foods (Jim Franey) has been servicing the catering and wholesale trade for the past 28 years. Jim Franey has recently introduced fresh foods, chilled foods, and dry goods.</p> <p>Jim Franey services all sectors of the foodservice market (foodservice, wholesale and cash & carry) and does not distribute to the retail sector.</p> <p>The company's distribution network covers the Leinster area.</p>
Relevant contacts	<p>Managing Director: Jim Franey E mail: jim@franey.ie Phone: 01 456 9011</p>
Product range	<p>The product categories carried by Jim Franey include frozen bread, desserts, fish, ice cream, vegetables, dairy, pizzas, tortillas, ready meals, burgers, finger food, chilled cheeses, oils and vinegars and fresh poultry and meat.</p> <p>Jim Franey carries some major brands and own label products.</p>
Sectors served	<p>The sectors of the foodservice market that are served include catering, hospitals, institutions, pubs, restaurants, schools, colleges, carvery dinners, Asian food outlets, and deli-style food providers.</p>
Opportunities for Irish food and drink suppliers	<p>Jim Franey is expanding its range of ambient and chilled products. The product selection is largely dictated by price but they are open to innovative ideas and suggestions for new products within these categories.</p> <p>There is greater growth in chilled foods as this is new business for the company.</p>
Purchasing policy	<p>Jim Franey does not have a preference to source local produce as the sectors they work in are largely price driven.</p> <p>Price, followed by quality service and reliability are important elements of the company's purchasing policy.</p> <p>Purchasing decisions are influenced by the managing director, purchasing manager and two sales managers who meet as a purchasing team on a weekly basis.</p>
Supplier requirement and ordering procedure	<p>HACCP is a minimum QA requirement and the company also audits suppliers' premises.</p> <p>Orders are placed via fax or email</p> <p>Goods are received from suppliers 5 days a week.</p>

Geographical spread	<p>There is one depot in Parkwest, Dublin housed in a 100,000 cubic ft cold store which is suitable for chilled, ambient and frozen products.</p> <p>The geographical area serviced is primarily Leinster, but a nationwide service is available if required.</p> <p>The frequency of deliveries is 5 days per week.</p>
Fleet size	<p>The fleet consists of 3 multi-temperature 15.5 tonne trucks.</p>
Marketing support & services provided	<p>Jim Franey has a brochure which is updated annually.</p> <p>The company alerts customers to new products through the telesales team, posted flyers and through its team of two sales representatives.</p> <p>Price promotions are used to encourage business.</p> <p>Orders are gathered via tele sales, the sales reps, fax and email on company order sheets.</p> <p>Sales reports are available to suppliers as often as necessary.</p>
Advice to new suppliers	<p>Potential suppliers should approach the company by sending an email or mailing product information to the Managing Director.</p>

Keeling's

Address: Keelings Catering, Roslin, St. Margaret's, Co. Dublin

website: www.keelings.com

Phone: 01 813 5600 email: enquiries@keelings.com

Company Profile	<p>Keeling's is a multinational company, focused on growing, sourcing, shipping, marketing and distributing fresh produce from sources around the world for Irish, UK and mainland European consumers. The product range includes fresh fruit, salads, vegetables, flowers and they also provide logistic services. In order to maximize availability, eating quality and safety of all products, Keeling's has teams of technical and commercial experts who travel the world sourcing produce for the group.</p> <p>Keeling's Group consists of 10 business units based in Ireland, the U.K., and Holland with expert technical and commercial teams sourcing product for their specific business unit. These units are: Keeling's Fresh, Keeling's Catering, Keeling's Wholesale, Keeling's Logistic Solutions, Keeling's Continental, Keeling's Flowers, Mad Flowers, Seed Potato Ltd., IVG White Ltd. and Keeling's (UK) Ltd.</p> <p>The core activity of Keeling's Fresh is growing, sourcing, ripening, packing and distributing fresh fruit, salads and vegetables to the various retail sectors.</p> <p>The core activity of Keeling's Catering is supplying hotels, restaurants, schools, nursing homes and institutional caterers across the length and breadth of the country. With depots in Cork, Dublin, Belfast and Wexford. Keeling's Catering guarantee daily fresh produce deliveries.</p> <p>Keeling's services the foodservice, retail and chilled distribution sectors.</p>																				
Relevant contacts	<p><u>Sales Contacts</u></p> <table style="width: 100%; border: none;"> <tr> <td>Kevin O'Leary Sales Manager (Dublin)</td> <td style="text-align: right;">0860407849</td> </tr> <tr> <td>Matthew Carrick Business Development (Dublin)</td> <td style="text-align: right;">0862840338</td> </tr> <tr> <td>Robert Curran Business Development (Dublin)</td> <td style="text-align: right;">0860420263</td> </tr> <tr> <td>Peter Duffy Sales Manager (Wexford)</td> <td style="text-align: right;">0872576053</td> </tr> <tr> <td>Cormac Dunlea Sales Manager (Cork)</td> <td style="text-align: right;">0868590949</td> </tr> <tr> <td>Simon Doherty Sales Manager (Belfast)</td> <td style="text-align: right;">00447775790442</td> </tr> </table> <p><u>Purchasing Contacts</u></p> <table style="width: 100%; border: none;"> <tr> <td>Martin O'Sullivan (Cork)</td> <td style="text-align: right;">0862584304</td> </tr> <tr> <td>David Bury (Dublin)</td> <td style="text-align: right;">0872374882</td> </tr> <tr> <td>John O'Byrne (Wexford)</td> <td style="text-align: right;">0866049358</td> </tr> <tr> <td>Esther Reid (Belfast)</td> <td style="text-align: right;">00447966317840</td> </tr> </table>	Kevin O'Leary Sales Manager (Dublin)	0860407849	Matthew Carrick Business Development (Dublin)	0862840338	Robert Curran Business Development (Dublin)	0860420263	Peter Duffy Sales Manager (Wexford)	0872576053	Cormac Dunlea Sales Manager (Cork)	0868590949	Simon Doherty Sales Manager (Belfast)	00447775790442	Martin O'Sullivan (Cork)	0862584304	David Bury (Dublin)	0872374882	John O'Byrne (Wexford)	0866049358	Esther Reid (Belfast)	00447966317840
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Product range	Keeling's Catering offer a full range of fresh and pre-prepared fruit and vegetables, dairy produce and bread to the catering and foodservice sector.																				
Sectors served	Foodservice sectors served include hotels, restaurants, schools, nursing																				

	homes and institutional caterers.
Opportunities for Irish food and drink suppliers	<p>The key growth areas and opportunities in the market are an increase in consumption, increase in product range, increase in distribution and availability and an increase in value added ranges.</p> <p>The products in Keeling's range that do not have an Irish equivalent and which present opportunities for import substitution are tomatoes and asparagus which could be produced in Ireland.</p> <p>Irish produced products that could be incorporated into Keeling's range are convenience formats of fruit and vegetables.</p> <p>Keeling's area of expertise is fresh and chilled and both are in growth, with greater growth in fresh.</p>
Purchasing policy	<p>Keeling's has a preference to source local produce and supports local production.</p> <p>The purchasing policy of Keeling's is to give first preference to locally sourced competitively priced produce.</p> <p>David Bury and Joe Bergin influence purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>Supplier QA requirements are BRC, Bord Bia Quality Assurance and HACCP.</p> <p>Orders are placed by telesales, email and fax.</p> <p>Supplier delivery windows and frequency of supply are daily and 'just in time'.</p>
Geographical spread	<p>Depots are located in Dublin, Wexford, Belfast and Cork and are all chilled.</p> <p>The geographical area serviced is the island of Ireland.</p> <p>The frequency of service out is daily.</p>
Fleet size	The fleet consists of 50 chilled delivery vans.
Marketing support & services provided	<p>Keeling's alerts customers to new products through the sales force, newsletters and telesales.</p> <p>Volume and value promotions, bulk purchase promotions and seasonal promotions are encouraged to get product moving.</p> <p>Orders are gathered via telesales, email and fax.</p> <p>Keeling's encourages their customers to meet local growers to demonstrate freshness of product and low travel miles.</p> <p>Keeling's would discuss programming with producers for the forthcoming</p>

	<p>seasons.</p> <p>Keeling’s work closely with their suppliers and has a win-win relationship ensuring a long-term relationship that grows both their businesses.</p> <p>Keeling’s discusses the development and growth of their product range individually and in consultation with their suppliers. Investment in the development of product ranges should come from both sides whether via resource or financial.</p> <p>As Keeling’s are both distributor and supplier, they are always in favour of building relationships with their customers, generating sales and having a win-win relationship.</p> <p>There are 7 sales representatives on Keeling’s team.</p>
Advice to new suppliers	Contact Keeling’s directly via the Purchasing Department.

Kent Chilled Transport

Address: 11, The Gardens, Thread Needle Road, Salthill, Co. Galway

Website: not available

Phone: 087 6765595

e mail: info@kentchilledtransport.com

Company Profile	<p>Established in 2008, Kent Chilled Transport provides a chilled, ambient, and frozen distribution and delivery service covering Galway, Dublin, and Limerick.</p> <p>Business volume is split evenly between the foodservice and retail sectors. Chilled products accounts for 80% of volume delivered, ambient and frozen account for 10% each.</p>
Relevant contacts	<p>Operations Manager: Jonathan Kent E mail: johnathan@kentchilledtransport.com Phone: 087 6765595</p>
Product range	<p>Product categories carried include seafood, smoked salmon, Italian foods, pizzas and baked goods.</p> <p>The company carries 20 products at the moment and is actively seeking additional ranges to distribute.</p> <p>Brands currently distributed include Kinvara smoked salmon, Foods of Athenry, and Magnetti Italian Foods.</p>
Sectors served	<p>Sectors of the foodservice market that are served include hotels, restaurants, delicatessens, cafes, and bed and breakfasts.</p>
Opportunities for Irish food and drink suppliers	<p>All the products carried by Kent Chilled Transport are produced in Ireland. The company's van travels between Dublin, Limerick and Galway regularly and serves all three cities. As the company is recently formed, it is still developing its product range and it is currently seeking additional ranges to distribute. This presents an opportunity for producers who seek distribution in these three cities.</p> <p>Distribution can be via a delivery service where the producer invoices the goods or alternatively Kent Chilled Transport can take title of the goods, capture orders, and raise sales invoices.</p>
Purchasing policy	<p>Kent Chilled Transport has a preference to source local produce and welcomes all suppliers to get in touch with regards to distribution in the Galway, Dublin, and Limerick areas. The company is looking for quality products at competitive prices.</p> <p>Orders are placed via e mail and a collection service is provided.</p> <p>The company is not listed for central billing with group organisations.</p> <p>Purchasing decisions are made by the operations manager who consults with his customers when making a purchasing decision.</p>
Supplier requirement and ordering procedure	<p>Orders are placed with suppliers via e mail and are collected.</p>

Geographical spread	From its depot in Galway, the company services Dublin, Limerick and Galway areas. All customers receive a delivery at least once per week.
Fleet size	The company's van has a capacity of four euro pallets and can operate at chilled, ambient, or frozen. The van operates at different temperatures on different days.
Marketing support & services provided	<p>A sales call is made to customers to alert them to the arrival of new products. Samples are distributed.</p> <p>Orders are captured via telesales. Producers are encouraged to make sales calls to the customer base and to develop new business. Sales information is made available to producers.</p> <p>Sales support is provided by the van driver.</p>
Advice to new suppliers	Contact the Operations Manager via e mail and phone to make an appointment to discuss a proposal. New business is welcome.

Kerryfresh

Address: IDA Industrial Park, Poppintree, Finglas, Dublin 11.

Website: www.kerryfresh.ie

Phone: 01 4094978

e mail: kerryfresh@kerry.ie

Company Profile	<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.</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>
Relevant contacts	<p>Commercial Manager: Denis Kelly E mail: denis.kelly@kerry.ie Phone: 01 4094978</p>
Product range	<p>With the exception of ambient sauces, all the products currently distributed by Kerryfresh are chilled. The company is commencing the distribution of frozen products.</p> <p>Kerryfresh specialise in chilled sandwich fillers, mixed salads, cooked meats, breakfast products, soups, sauces, confectionery, and hot meal solutions.</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>
Sectors served	<p>The sectors within the foodservice market served are delicatessens, sandwich bars, coffee shops, pubs, restaurants and workplace caterers.</p>
Opportunities for Irish food and drink suppliers	<p>Food-to-go foodservice operators can be slow to change and producers need to be proactive in dealing with them. Opportunities exist for producers who proactively suggest complete solutions to operators. For example, rather than proposing a new product such as honey, propose a complete package detailing all the ways in which the honey can be used in the operator's menu to improve the entire offering and create points of difference .e.g. glaze the sausages in the honey, make a smoothy with the honey and top with nuts, and so on.</p> <p>Although there was a knee jerk reaction to the downturn by some operators to switch to cheaper ingredients of an inferior quality, many of these are reverting to higher quality products because consumers were unhappy with the ingredient adjustments. This bodes well for producers of quality products.</p> <p>Kerryfresh cite the example of breads from the Republic of Ireland that have been very successful in Northern Ireland because they are of a superior quality to what was previously available to consumers in the</p>

	<p>region. Despite the unfavourable exchange rate, the breads perform exceptionally well because consumers appreciate the quality. Opportunities exist in Northern Ireland, amongst other regions, for producers of products of a higher quality once they can expose their products to foodservice operators and consumers, in addition to ensuring that the pricing is reasonable.</p> <p>No specific gaps have been identified in the current Kerryfresh offering. However, the company welcomes approaches from proactive producers of competitive products with a point of difference.</p>
Purchasing policy	<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. Consideration is also given to the quality of the food and the competitiveness of the pricing.</p> <p>Kerryfresh are listed with Dunnes Stores and have central billing arrangements with all the major symbol groups in Ireland.</p> <p>Purchasing decisions are made by the Commercial Manager who is influenced in his decision making by the Kerryfresh sales team.</p>
Supplier requirement and ordering procedure	<p>All producers must complete a supplier questionnaire and are subject to a stringent Kerry audit.</p> <p>Orders are placed via e mail or fax and are received at the Ballymount depot at agreed times.</p>
Geographical spread	<p>From the Kerryfresh depot in Dublin and 10 regional 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 the customer's requirements.</p>
Fleet size	<p>The fleet consists of 100 chilled vehicles and 2 frozen vehicles.</p>
Marketing support & services provided	<p>A product catalogue is updated annually.</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.</p> <p>The company's team of 100 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>
Advice to new suppliers	<p>Potential suppliers should contact the Commercial Manager via e mail and briefly introduce themselves and their products. Thought 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>

Kingston Logistical Services

Address: Clancoolbeg, Bandon, Co. Cork

www.kingstonlogisticservices.com Phone: 0872 430387 e mail: timkingston@eircom.net

Company Profile	<p>Established in 2007, Kingston Logistical Services provides chilled, frozen, and ambient delivery services to the Greater Dublin Area and counties Cork, Galway, Limerick, and Kerry.</p> <p>Although the company does not take title of the goods delivered, it is included in this directory because it provides an alternative route to market that gives the producer greater control over sales.</p> <p>90% of deliveries are to retailers and the remaining ten per cent are to the foodservice sector. The company wishes to expand its range of products delivered.</p>
Relevant contacts	<p>Owner: Tim Kingston E mail: timkingston@eircom.net Phone: 0872 430387</p>
Product range	<p>The categories of products delivered include dairy, ice cream, smoked salmon, sausages, fresh pasta, soup, hummus, salads, chocolates, confectionery, and raw duck.</p> <p>The breakdown of goods delivered by temperature is chilled 90 %, frozen 7%, and ambient 3%.</p> <p>Brands delivered include Murphy's Ice cream, Glenilen Farm cheesecakes, The Douglas Hide Food Company, and Ummerra smoked products.</p>
Sectors served	<p>Within the foodservice market, the sectors served include four star hotels and upmarket restaurants. The K Club in Kildare and Jury's Hotel in Cork are examples of the operators served.</p>
Opportunities for Irish food and drink suppliers	<p>The opportunity for Irish producers is to manage their own accounts and avail of Kingston's delivery service to fulfil orders. This approach to distribution provides producers with much greater control over the sales and marketing of their products. However, it also requires greater resources to manage.</p> <p>The company believes that it offers an alternative and cheaper route to market for producers.</p>
Purchasing policy	<p>The company is a strong supporter of Irish producers from whom it generates all its business.</p> <p>As the company does not take title of goods, it does not have a purchasing policy.</p>

Supplier requirement and ordering procedure	<p>There are no technical requirements to deliver through the Kingston delivery network.</p> <p>Kingston will collect from a producer's premises and deliver the orders as specified.</p>
Geographical spread	<p>From its depot in Bandon, in County Cork, the company delivers to the Greater Dublin Area as far north as Cavan and as far west as Navan, in addition to servicing counties Cork, Kerry, Limerick, and Galway.</p> <p>All the above locations are served at least once per week.</p>
Fleet size	<p>The company has four vans, of which currently three are chilled and one is frozen.</p>
Marketing support & services provided	<p>Producers gather their own orders and Kingston Logistical Services will deliver the goods. Complete sales information is available to producers as they compile the orders and raise the invoices. The company does not employ sales representatives.</p>
Advice to new suppliers	<p>Contact the owner by telephone to discuss your delivery needs and costs. Prepare a list of the customers to whom you will require produce to be delivered.</p>

La Rousse Foods

Address: 31 Park West, Nangor Road, Dublin 12

Website: www.laroussefoods.ie Phone: 01 623 4111 Email: info@laroussefoods.ie

Company Profile	<p>La Rousse Foods is an Irish company servicing customers nationwide, North and South.</p> <p>The largest sector for them is foodservice, primarily hotels and restaurants and some retail and wholesale business.</p>
Relevant contacts	<p>There are three members of the purchasing team. The Purchasing Manager for new suppliers is Colum Lanigan-Ryan and may be contacted at colum@laroussefoods.ie For current suppliers contact Margaret Berry Purchasing Process Manager at margaret.berry@laroussefoods.ie The third member of the team is Wanda Janiak wanda.janiak@laroussefoods.ie Quality and Process Manager.</p>
Product range	<p>La Rousse Foods has its own butchery in City West and supplies fresh meat products under the Bord Bia Supply Chain Assurance Scheme.</p> <p>Chilled, frozen and ambient products are carried by the business with chilled and frozen being the dominant two.</p> <p>The company has recently opened a cheese ripening and packaging facility which it now uses for cheeses originating from Ireland, the UK and the Continent.</p> <p>Another new activity for the company is the importation of wines.</p> <p>The company carries the Sud-n-sol brand, the Soulard French brand for fois gras and duck products and other products including sundried tomatoes, Sabarot (truffles, AOC lentils du Puy), Liffey meats, Delavaud poultry, Opera chocolates, Sacor cured meats, Ponthier fruit products and Glenisk, the Irish organic dairy company.</p>
Sectors served	<p>Restaurants and hotels are the main sectors of the market served by La Rousse Foods. The main hotel customers of La Rousse Foods are the Hilton Group, the Marriott Group, The Lynch Group, the Heritage hotel, the O'Callaghan Group, the Radisson and Jury's Inns. The Jaipur restaurant chain is amongst their restaurant customers.</p>
Opportunities for Irish food and drink suppliers	<p>La Rousse Foods is currently expanding their wine and spirits offering and cheeses, which are ripened on the premises.</p> <p>La Rousse has a preference to source product locally if available, and are currently seeking suppliers of Irish cheeses for their cheese ripening and packaging facility.</p> <p>Any currently imported products could be substituted with quality equivalent Irish products at the right price.</p>

	<p>La Rousse Foods is currently seeing greater growth in chilled foods (cheese and meats) and ambient (wine).</p>
Purchasing policy	<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>
Supplier requirement and ordering procedure	<p>HACCP is a mandatory, minimum QA requirement. La Rousse also visits suppliers' premises, the frequency of which is product dependent. 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> <p>La Rousse take daily deliveries onto their depots as set out below.</p>
Geographical spread	<p>The depots are located in Paris for all products imported from the continent. The main Irish depot is in Monaghan and the Dublin depot in Parkwest, where the butchery, cheese ripening and wine importing facilities are located.</p> <p>La Rousse delivers to customers daily.</p>
Fleet size	<p>There are approximately 20 vehicles on the road and they are all compartmentalised to facilitate the transportation of fresh, frozen and ambient products.</p>
Marketing support & services provided	<p>There is an annual catalogue launch and the cut off date is August. Supplier support is sought.</p> <p>Sales representatives alert customers to new product.</p> <p>Suppliers are encouraged to support the La Rousse Foods product of the week or month which is usually a special offer on seasonal produce.</p> <p>Orders are gathered via the telesales and sales teams.</p> <p>Only the main suppliers to La Rousse Foods normally speak to the company's customers. Otherwise, communication via the sales team is preferred. The sales teams also provide customer support.</p> <p>There are currently 12 sales representatives on La Rousse's team.</p>
Advice to new suppliers	<p>New potential suppliers should approach the company via Colum Lanigan on the purchasing team.</p>

J.A. Lumley & Sons Ltd.

Address: Spollanstown Industrial Estate, Spollanstown, Tullamore, Co. Offaly
 Website: www.jalumley.ie Phone: 057 9321402 e mail: jalumley@eircom.net

Company Profile	<p>J.A. Lumley & 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.</p> <p>Foodservice accounts for 60% of turnover, retail accounts for 30% and 10% is made up of sales of hardware and sales to the public.</p>
Relevant contacts	<p>Managing Director: Mark Lumley E mail: mark@jalumley.ie Phone: 057 9321402</p>
Product range	<p>Ambient goods account for 85% of business and chilled makes up the remaining 15%.</p> <p>A wide range of ambient goods that caters for the needs of all local foodservice customers is stocked. 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>
Sectors served	<p>The company distributes to restaurants, hotels, cafes, takeaways, and public houses, in addition to servicing a number of government contracts for the Health Service Executive and the Irish Prison Service.</p>
Opportunities for Irish food and drink suppliers	<p>Lumley's note that the bullions and gravies that they distribute are all imported and that there is scope for the manufacture of a range of Irish produced substitute products.</p>
Purchasing policy	<p>Lumley's have 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.</p> <p>Purchasing decisions are made by the managing director who seeks the opinions of chefs and key customers when making a purchasing decision.</p>
Supplier requirement and ordering procedure	<p>Producers are required to complete a supplier questionnaire.</p> <p>Orders are placed via phone, fax, and e mail. Goods are received during trading hours.</p>
Geographical spread	<p>Lumley's services the midlands region from its single depot in Tullamore, county Offaly. Orders received on day 1 are filled on day 2 or day 3 depending on the customer's location and needs.</p>

Fleet size	The company's fleet consists of six vehicles, three of which are chilled and three of which are ambient. There are two 7 tonne trucks, one 5 tonne truck, one 3 tonne van, and two 2 tonne vehicles.
Marketing support & services provided	<p>A product price list is updated weekly.</p> <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>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>
Advice to new suppliers	Potential suppliers should contact the Managing Director directly by telephone to discuss their proposal.

Lynas Foodservice

Address: Loughanhill Industrial Estate, Gateside Road, Coleraine, BT52 2NR

Website: www.lynasfoodservice.co.uk Tel: 02870350600 email: admin@lynasfoodservice.co.uk

Company Profile	<p>Established in 1972, Lynas Foodservice serves the foodservice sector exclusively. Lynas Foodservice currently employs a staff of about 150 people and delivers frozen, ambient, and chilled produce all over Ulster and as far down as Bray and Galway on a daily basis. The company's annual turnover is €65 million.</p> <p>In 1998 the company formed an alliance with UK-based buying group, Caterforce. This group comprises of seven family-owned, foodservice companies in the UK.</p>
Relevant contacts	<p>Trading Manager: Karl Mulligan E mail: karl@lynasfoodservice.co.uk Phone: : 0044 2870350600</p> <p>Initial contact should be made with Fiona Campbell or Mavis Fenton at the above number who will pass the proposal onto the relevant buyer.</p>
Product range	<p>The product range is split between chilled, ambient 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 McKeowns chicken.</p>
Sectors served	<p>All sectors of the foodservice market are served including fast food outlets, restaurants, sandwich bars, coffee shops, schools, and hotels.</p>
Opportunities for Irish food and drink suppliers	<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 which are going well for them. Lynas see opportunities for suppliers of fresh fish, speciality cheeses and delicatessen type products e.g. chutneys with an Irish twist or other points of difference. Frozen desserts is another area of opportunity. Many frozen bakery and patisserie products are imported from France and this presents an opportunity for import substitution.</p>

<p>Purchasing policy</p>	<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>
<p>Supplier requirement and ordering procedure</p>	<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 e mail and goods are received into the Coleraine depot early in the morning.</p>
<p>Geographical spread</p>	<p>The main depot is in Coleraine which has chilled, ambient, and frozen storage facilities. There are two smaller depots where loads are split onto smaller vehicles in Slane, Co. Meath and Omeath, Co. Louth.</p> <p>Distribution covers the 9 counties of Ulster and extends south of the border as far as Galway in the West and Bray, Co. Wicklow in the East.</p>
<p>Fleet size</p>	<p>The fleet consists of 45 trucks (12 tonne) which have chilled and frozen compartments.</p>
<p>Marketing support & services provided</p>	<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 are tasked with providing sales support for the entire range. Producers may accompany sales representatives on visits to customers by arrangement.</p> <p>Producers who wish to develop their sales within the company's customer base are given pointers as to where opportunities may exist.</p>
<p>Advice to new suppliers</p>	<p>Producers should contact either Fiona Campbell or Mavis Fenton by phone and then forward on details of their proposal by e mail. The producer will then be put in contact with the relevant buyer. Suppliers are advised to ensure that they have a good understanding of the foodservice sector and are aware of the need for high quality product and are also aware that graphics are not required, but larger case quantities are the norm.</p>

Musgrave Foodservices

Address: Margaret's Road, Ballymun, Dublin 11

Website: www.musgravefoodservices.ie Phone: 01 8835333 email: info@musgravefoodservices.ie

Company Profile	<p>Musgrave Foodservices Delivered is a division of the Musgrave Wholesale business and is a dedicated delivered foodservice business servicing over 6,000 customers from pubs, hotels, restaurants and hospitality operations.</p> <p>The Musgrave group of companies covers five divisions. Musgrave Wholesale Partners is a division of the Musgrave group. This division holds three Strategic Business Units:</p> <ol style="list-style-type: none"> 1. Musgrave Food Partners is the distribution business, 2. Musgrave Foodservice Cash & Carry (Market Place) through which Musgrave Wholesale Partners services approx 9,000 independent caterers, 3. Musgrave Retailers Service which delivers products to Daybreak stores, Retail National Contracts (Topaz, Exxon etc) and other independent retailers, particularly for their deli counters. <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 x 3 , Cork, Limerick, Galway, Waterford and 2 sites in NI (Derry & Belfast).</p> <p>There are separate listing requirements for the Musgrave Wholesale services division and the Musgrave SuperValu Centra division.</p>
Relevant contacts	<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: anne.obrien@musgrave.ie</p> <p>Stephen Brennan, Category Manager for Chilled and Frozen, email: stephen.brennan@musgrave.ie</p> <p>Tony Lawlor, Category Manager for Grocery i.e. liquor, tobacco, impulse purchases and confectionery, email: tony.lawlor@musgrave.ie</p>
Product range	<p>Musgrave Food Partners offers a complete range of ambient, chilled and frozen products (approx 4,000). Only sourcing the highest quality products, they deliver 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</p>

	<p>equipment and non food, seasonal and electrical products.</p> <p>Ambient product categories include baking ingredients, cereals, canned meats and fish, sauces, rice, pasta and noodles, herbs and seasonings, soups & 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.</p> <p>This is in addition to a wide range of non food items for the caterer and a wide grocery range.</p> <p>The range of chilled products is ever increasing. Highlights now include speciality cheeses and an extensive selection of deli meats, ready meals and breakfast meat products for the cash & carry business.</p> <p>The frozen range of products is now extended. Lines now include products to cover all areas of menus. Highlights include a series of frozen Musgrave Excellence products offering high quality at very competitive prices.</p> <p>The chilled and frozen categories are growing faster than ambient, which is more established, but also growing.</p> <p>MFS carries most major brands in most categories (up to 85% of ambient products are branded). 40% of chilled and frozen is own brand and the remaining 60% is branded. The company is currently looking to consolidate the number of brands it carries as well as the number of suppliers. MFS's own brand continues to grow across all product categories.</p>
<p>Sectors Served</p>	<p>Musgrave Foodservices Delivered business services a wide variety of customer classifications with a greater focus on 3 and 4 star hotel groups, restaurant chains and the hospitality sector. They also distribute to contract caterers and most other sectors 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 would have a more extensive range of non food, chilled and frozen, equipment, crockery and glassware to service a foodservices operators' every need.</p> <p>Pubs and nursing homes are growing customer categories for the Market Place business as they increasingly seek value in an effort to cut their costs.</p>
<p>Opportunities for Irish food and drink suppliers</p>	<p>Within the catering ambient sector the main growth areas are in equipment, dessert finishing products and speciality oils, but within the current climate more and more foodservices customers are now looking for greater value as they come under more 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, ambient, and grocery products and liquor and beverages.</p> <p>For ambient products across all food sectors there are opportunities for new products which are low in salt and trans-fat free to meet regulations being introduced in 2010, and for current products to be re-formulated to meet these criteria.</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. Many Irish products are too expensive, although home produced alternative 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>There is growing demand for frozen prepared meats e.g. diced lamb, diced beef and mince.</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>A large gap in the foodservice market for Irish produce is frozen potato chips and vegetables. These products currently must be imported as there are no Irish producers of these products in frozen form, only chilled.</p> <p>In order to be able to compete with foreign imports of these products, Irish manufacturers need to be less artisan and more mainstream.</p> <p>Within the chilled sector, MFS is seeing growth in demand for fresh meat, particularly for value cuts.</p> <p>For ambient products, value products in all categories are being sought by the customers who are coming under continued pressure in this very difficult economic climate.</p>
<p>Purchasing policy</p>	<p>MFS has a preference to source Irish products, but recognises that they are dealing in a global market which is very competitive.</p> <p>The purchasing policy of MFS is quality, price & service. Flexibility is also important to modify recipes in conjunction with the Musgrave Chef</p>

	<p>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/trading managers research suppliers through national and international trade shows and their own research on trends. 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 what is required.</p> <p>MFS payment terms are 30 days end of month i.e. average 45 days.</p>
Supplier requirement and ordering procedure	<p>All own label products are categorised as medium or high risk. 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 barcoding, EDI order and invoicing and agreed delivery procedures.</p> <p>Musgrave Food Partners accepts deliveries 5 days a week and operates a prior booking in system. The Market Places operate a Queue system and accept deliveries until midday on Friday.</p>
Geographical spread	<p>Delivered foodservice branches are located in Dublin (Ballymun), Belfast, Cork, Limerick, Galway & Waterford, Kerry and Derry.</p> <p>Market Place branches are located in Dublin x 3 (Clondalkin, Sallynoggin, Ballymun), Limerick, Galway, Waterford, Cork, Belfast & Derry.</p> <p>The retail delivered business distribute nationally from Dublin (Clondalkin), Cork, Galway and Belfast depots.</p>
Fleet size	<p>Musgrave Foodservices has 50 tritemp vehicles for chilled, fresh and frozen products.</p>
Marketing support & services provided	<p>The Musgrave Food Partners business publishes a foodservices catalogue approx every 18 months. It contains flags for new products as well as vegetarian options and value ranges. Suppliers are expected to support the cost of producing the catalogue, and there are also opportunities for supplier advertisements.</p> <p>The sales and telesales team's alert customers to new products between catalogue publishing dates and customers are also communicated through</p>

	<p>focused category specific publications (Food Matters) and a monthly promotional flyer to delivered customers.</p> <p>All suppliers are expected to support the foodservices business through an agreed Supplier Support Programme annually and support 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 the Republic of Ireland and 3 in Northern Ireland.</p>
<p>Advice to new suppliers</p>	<p>Potential suppliers should approach MFS via email to the relevant category manager through the buying office based in Ballymun, with a profile of the company and products. The Category Manager will then put the supplier in contact with the relevant Trading Manager. The supplier should then send samples into MFS in advance of any planned meeting with their trading manager.</p> <p>Suppliers should research customers and the end consumers to establish the potential interest in their products. It would be beneficial for suppliers to work firstly with customers to establish interest in their products. This will give MFS a good idea of the market for the supplier’s products.</p> <p>Suppliers 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 Phone: 01 469 1455 e mail: info@odaios-foods.com

Company Profile	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. The company was formed in 2004.
Relevant contacts	Purchasing Manager: Guillaume Esquiro E mail: gesquiro@odaios-foods.com Phone: 01 469 1455
Product range	60% of the product distributed is ambient, frozen accounts for 35%, and chilled accounts for the remaining 5%. The company recently added chilled product to its catalogue and it is an area that the company is expanding rapidly into. Product categories distributed include breads, pastries, cakes, biscuits, vegetables, speciality meats, dairy products, dry goods, chocolate, beverages and preserves.
Sectors served	Foodservice accounts for 70% of the company's turnover. Segments served within the foodservice sector include hotels, restaurants, cafes, institutions, quick serve outlets, and contract caterers.
Opportunities for Irish food and drink suppliers	A key growth area for the company at the moment is chilled as it has just entered this segment of the market. There are many opportunities for producers as the company is currently developing its chilled range. Producers should visit the website to identify what product categories are not yet served. In particular the company believes that opportunities exist to substitute its current imports of French cured meats, smoked duck, smoked chicken and preserved meats. Suppliers of smoked Irish salmon, cheeses and charcuterie are sought.
Purchasing policy	The company has a strong preference to source local produce. Taste of product and the commercial ability of suppliers are key considerations taken into account when selecting suppliers. The purchasing manager is influenced in his purchasing decisions by Jason O'Brien and Ashley O'Brien who are both directors of the company.
Supplier requirement and ordering procedure	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. Orders are placed via e mail and phone. Goods are received during trading hours.

Geographical spread	The company's depot is located in City West in Dublin. All 32 counties are serviced at least two to three times per week. A next day delivery
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	service is provided to the greater Dublin area.
Fleet size	The company's fleet consists of 10 vehicles which all have ambient, chilled, and frozen compartments. The vehicles are of the following sizes: three 9.5 tonne trucks, two 7.5 tonne trucks, one 4.5 tonne, one 3.5 trucks and three vans.
Marketing support & services provided	<p>A catalogue of all the 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 e mail, a mail out 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 five sales representatives on the sales team.</p>
Advice to new suppliers	Contact the Purchasing Manager via e mail 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. The company is a strong supporter of locally produced artisan food.

Pallas Foods

Address: Pallas Foods Ltd., Newcastle West, Limerick

Website: www.pallasfoods.eu

Phone: 069 20200 E mail: info@pallasfoods.eu

Company Profile	<p>Pallas Foods has evolved into one of the leading foodservice distributors of fresh, frozen, and ambient food and beverage on the island of Ireland.</p> <p>Pallas Foods was bought by Sysco Corporation Houston, Texas in March 2009, Sysco Corporation have an annual turnover of \$37 billion and are the largest foodservice company in the world.</p> <p>In Ireland, the company currently services over 9,000 customers across the 32 counties.</p> <p>Pallas Foods employs over 500 people.</p> <p>The company distributes to mainly foodservice and some retail customers.</p>
Relevant contacts	<p>Purchasing Manager: Eddie Heffernan E mail: info@pallasfoods.eu Phone: 069 20200</p>
Product range	<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 and organic products. Pallas stock over 12,000 items.</p> <p>Brands stocked by Pallas Foods include: Steakhouse Select Beef Hereford Prime Beef Slaney Valley Irish lamb Butchers Best Pork and Bacon products Glin Valley Sea catch seafood Rhyme Deli Cuisine Salamander Patisserie Dilmah Tea Filicori Zeccihni Coffee Douwe Egberts Pallas Green Fresh Produce and many more.</p>
Sectors served	<p>All segments of the foodservice sector are served. Customers include hotels, restaurants, contract caterers, travel companies, sandwich bars, delis, cafes, quick serve restaurants, hospitals, prisons and defence forces.</p>
Opportunities for Irish food and drink suppliers	<p>Pallas are committed to Irish produce. Traditional style products and foods manufactured by small specialist producers are a key growth area. 'Food to go' is also a key growth area and there are opportunities to supply healthy 'food to go' products.</p> <p>Pallas Foods have started an export programme of Irish food products to Sysco in the USA.</p>

Purchasing policy	<p>Pallas Foods are committed to supporting Irish produced products.</p> <p>Quality of product, supplier service levels and competitive pricing are the key elements of the company's purchasing policy.</p> <p>Purchasing decisions are made by a specialist team.</p>
Supplier requirement and ordering procedure	<p>A number of criteria are used in order to include a supplier on the Approved Suppliers Listing. Each potential supplier is risk assessed to determine its categorisation. Third party accreditations such as ISO22000, BRC and 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>
Geographical spread	<p>A next day delivery service, island wide is provided. The company operates from its central warehouse in Newcastle West, Co Limerick through 9 distribution centres across the island.</p>
Fleet size	<p>All 155 distribution vehicles have ambient, chilled, and frozen compartments.</p>
Advice to new suppliers	<p>Potential suppliers should contact the Purchasing Manager via e mail. Once a supplier has submitted samples with pricing and confirmed that they are in a position to deliver to Newcastle West, a meeting will be arranged.</p>

Pain Delice

Address: Pain Delice Ltd., Unit 2 Oikoseen House, Castleredmond, Middleton, Co. Cork
 Website: www.pain-delice.com Phone: 021 4635222 email: info@pain-delice.ie

Company Profile	<p>Pain Delice is a frozen bakery distribution company. It both manufactures and imports frozen bread and pastry for distribution to the Irish market. It also distributes branded ambient snack and bakery goods across the island of Ireland. The company has depots and offices in 15 countries.</p> <p>Pain Delice services the Irish foodservice and retail markets through distributors and has recently started dealing direct with customers.</p>
Relevant contacts	<p>Managing Director: David Buckley E mail: info@pain-delice.ie Phone: 021 4635222</p>
Product range	<p>The product categories are frozen breads and pastries and ambient snacks and bread mixes.</p> <p>The majority of products are frozen with a small but growing ambient range. The breakdown is 80% frozen and 20% ambient.</p> <p>The major brands and suppliers of bread products are Polarbrod Swedish bread, Bionitos organic breads, own label bagels and Chateau Blanc and other gourmet French breads, Hans Christian Anderson Danish breads, burger buns and baps, Danish and French pastries and morning goods.</p> <p>Pain Delice is a distributor for Weight Watchers ambient snacks range, which is due to expand shortly, Skinny Candy and Lyme Regis Fine Foods, both healthy snack ranges, and Dormonds Nuts.</p>
Sectors served	<p>Pain Delice distributes to other distributors and direct to customers in the foodservice market through their own van sales operations.</p>
Opportunities for Irish food and drink suppliers	<p>The key growth areas and opportunities in the market are healthy snack products including gluten free.</p> <p>To be in a position to compete with the products that are currently being imported by Pain Delice, Irish producers need to become more efficient, provide better service levels, and produce better quality product at globally competitive prices.</p>
Purchasing policy	<p>The company seeks competitive pricing, good quality products, excellent service levels and professionalism from its producers.</p> <p>The MD is the main influencer of purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>BRC is mandatory for all suppliers to Pain Delice. All supplier premises are audited.</p> <p>Orders are placed by email and phone.</p>

Geographical spread	The main depot is in Middleton, County Cork. Deliveries are made nationwide across the 32 counties.
Fleet size	Pain Delice has 3 of its own vans in the Munster area. All other deliveries are made via other distributors. All vans carry frozen product.
Marketing support & services provided	Pain Delice is currently working on their catalogue. Their website also carries details of product descriptions, pallet size etc. Customers are alerted to new products via the van sales team. Orders are gathered via van sales and telesales. Pain Delice prefers suppliers to deal with them rather than direct with customers.
Advice to new suppliers	Potential suppliers need to have done their research on the current product range, have globally competitive pricing, BRC and excellent service levels before they approach the company via the Managing Director.

Sheridan's Cheesemongers

Address: Virginia Road Station, Carnaross, Co. Meath

Website: www.sheridanscheesemongers.com

Phone: 046 9245110 email: info@sheridanscheesemongers.com

Company Profile	<p>Sheridan's Cheesemongers was established in 1995 and operates a food distribution business in addition to four retail outlets. Distribution is across the entire island of Ireland. The retail outlets specialise in artisan cheeses, delicatessen and fine dining foods. Company turnover is approximately €5 million.</p> <p>The distribution business accounts for 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>
Relevant contacts	<p>Director: Kevin Sheridan E mail: kevin@sheridanscheesemongers.com Phone: 046 9245110</p>
Product range	<p>The range distributed by Sheridan's covers the entire spectrum of speciality and artisan foods. The range includes cheeses, cured meats, cured fish, olives, anti pasti, condiments, oils, vinegars, pasta, sauces and savoury biscuits.</p>
Sectors served	<p>Within the retail sector the company focuses on independent outlets. Within the foodservice sector Sheridan's focus on serving the restaurant trade. Customers include Patrick Guilbaud's restaurant, L'Ecrivain, Cafe Bar Deli and the Lighthouse cinema in Dublin.</p>
Opportunities for Irish food and drink suppliers	<p>There is still growth in cheese boards in the restaurant trade. Sherdians have found that the current economic climate has engendered a greater awareness of, and leaning towards, Irish products. However, the foodservice sector is largely price driven.</p> <p>Sheridan's see many opportunities for import substitution, in particular for companies who can produce the import substitutes at competitive prices. In particular, potential is seen for a greater range of Irish charcuterie. Opportunities also exist for the production of handmade crisps, good quality non alcoholic beverages and soft drinks, bar snack foods, and biscuits (both sweet and savoury).</p>
Purchasing policy	<p>Sheridan's have a strong preference to buy locally produced produce. 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 are not listed for central billing with group organisations.</p> <p>The sales staff are consulted as part of the purchase decision making process.</p>

Supplier requirement and ordering procedure	<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.</p> <p>Orders are placed via phone and fax. Delivery slots are agreed with producers individually.</p>
Geographical spread	<p>Sheridan's have one depot at Carnaross in county 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>
Fleet size	<p>The fleet of 3 chilled vehicles consists of two 7 tonne trucks and one 4 tonne van.</p>
Marketing support & services provided	<p>There is an annual product catalogue to which updates are added during the course of the year.</p> <p>Customers are advised by 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.</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> <p>Sheridan's have one Customer Manager.</p>
Advice to new suppliers	<p>Contact Kevin Sheridan via e mail 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>

SHS Sales and Marketing Limited

Address: Ninth Lock Road, Elmfield Industrial Estate, Clondalkin, Dublin 22

Website: www.shs-sales.ie

Phone: 01 457 7580

email: info@shs-sales.ie

Company Profile	<p>SHS Sales and Marketing operates in the FMCG sector in the areas of sales, marketing and distribution, brand ownership/development, manufacturing and corporate services in Ireland and the UK.</p> <p>SHS Sales and Marketing is relatively new to the foodservice market in Ireland.</p> <p>SHS Sales and Marketing carries a range of chilled, frozen, ambient and household products for the foodservice market.</p> <p>SHS Sales and Marketing services retail in addition to foodservice, servicing all of the Irish multiples, North and South.</p>
Relevant contacts	<p>Jim Giles, Foodservice Sales Manager, is the first point of contact for Irish suppliers and may be contacted on the landline above.</p>
Product range	<p>The major frozen brands are Young's seafood, Dr. Oetker foodservice pizza range, Planete Pain, a frozen French bread brand and McCain's potato products. On the ambient side, the major brands are Twinings Tea and Askey's dessert toppings and ice cream accompaniments. SHS Sales and Marketing also owns and distributes for the British pepper and spice company. Non-food ambient products include the Finesse range of disposable gloves.</p>
Sectors served	<p>The foodservice sectors served by SHS Sales and Marketing are the major hotel groups, through distributors and wholesalers (Musgrave's, Pallas Foods, BWG and Storehouse), airports and contract catering.</p>
Opportunities for Irish food and drink suppliers	<p>SHS Sales and Marketing is always open to new brands that add value as part of the portfolio, but they require substantial volume. SHS Sales and Marketing is appointed as the nominated distributor for any brand and they work in partnership with the brand owners to grow the brands.</p> <p>SHS Sales and Marketing has a policy of only carrying one brand per product category i.e. they don't carry competing products. SHS Sales and Marketing has seen growth across all categories.</p>
Purchasing policy	<p>SHS Sales and Marketing has a preference to source local produce where the products meet its criteria above.</p> <p>The purchasing policy of SHS Sales and Marketing is quality, competitive pricing i.e. ability to compete in the market place and an open book policy to develop the brand in the market place in partnership with the brand owners. Purchasing decisions are made at director level.</p> <p>SHS Sales and Marketing has central billing accounts with all of the Irish multiples, North and South.</p>

Supplier requirement and ordering procedure	<p>SHS Sales and Marketing requires all new suppliers to conform to all relevant health and safety regulations. They also carry out independent audits of suppliers' premises.</p> <p>Orders are taken in the Belfast office via EDI and email.</p> <p>Supplier delivery windows are 5 days per week.</p>
Geographical spread	<p>Depots are based in Clondalkin and Belfast. SHS Sales and Marketing also operates a number of mini-storage depots nationwide.</p> <p>The frequency of service out of the depots is 6 days per week.</p>
Fleet size	<p>SHS Sales and Marketing has its own van sales and distribution fleet. There are separate frozen trucks and multi temperate trucks to carry both chilled and ambient products.</p>
Marketing support & services provided	<p>The vast majority of the brands that SHS Sales and Marketing carry supply POS materials and promotional activity support.</p> <p>Orders are gathered via van sales, sales reps and EDI.</p> <p>SHS Sales and Marketing handle all aspect of promoting the brand in relation to marketing and sales to customers.</p> <p>As SHS Sales and Marketing works in partnership with the brand owners, there is a high level of sales information made available to suppliers.</p> <p>SHS Sales and Marketing has a team of 15 sales representatives dedicated to end customers and order capturing.</p>
Advice to new suppliers	<p>New potential suppliers should approach SHS Sales and Marketing with competitive pricing compared to the rest of the trade, a product that would bring benefit to their current portfolio and one that does not directly compete with a brand in the same category.</p>

Traditional Cheese Company

Address: Unit 244 Holly Road, Western Industrial Estate, Dublin 12

Website: www.traditionalcheese.ie Phone: 01 4509494 e mail: info@traditionalcheese.ie

Company Profile	<p>Traditional Cheese Company distributes a wide range of ambient and chilled products to the retail and foodservice sectors across all the counties of the Republic of Ireland. The company has limited distribution into Northern Ireland. Annual turnover is €20 million.</p> <p>The company was established over 30 years ago. Foodservice accounts for 42% of its business and retail makes up the remaining 58%.</p>
Relevant contacts	<p>Purchasing Manager: Diarmuid Browne E mail: diarmuidbrowne@traditionalcheese.ie Phone: 01 4509494</p>
Product range	<p>In addition to carrying an extensive range of cheeses, the company distributes a wide range of products including Mediterranean products such as olives, tapenades, and sundried tomatoes, charcuterie, pizza ingredients, smoked salmon, sandwich bar ingredients and bottled waters.</p> <p>Many leading cheese brands such as Galbani and Bandon Vale are distributed by Traditional Cheese Company.</p>
Sectors served	<p>Within foodservice, the company supplies all segments of the market including pizzerias, bagel bars, sandwich bars, restaurants and cafes.</p>
Opportunities for Irish food and drink suppliers	<p>Traditional Cheese Company stocks most of the Irish farmhouse cheeses that are available for distribution and is always searching for new locally produced artisan cheeses.</p> <p>There is a niche for Irish produced charcuterie for upper end restaurants and there are also opportunities for producers of pepperoni, salami and other Continental style meats for general catering use and for pizzerias in particular.</p>
Purchasing policy	<p>The company has a preference to source local produce where possible as is evidenced by its extensive range of Irish cheeses.</p> <p>Traditional Cheese Company seeks to purchase quality products at affordable prices and notes that the foodservice sector is reluctant to pay a premium for Irish produced product.</p> <p>The company is listed for central billing with BWG and also supplies various multiples in Ireland including Superquinn, Dunnes Stores, Supervalu, and Aldi.</p> <p>The purchasing manager is influenced by the marketing director, Grainne Whalley, in making purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>Suppliers must pass through a supplier approval process in advance of trade commencing. This includes the completion of a supplier questionnaire, submission of product specifications and documentary</p>

	<p>evidence of the HACCP system and quality management systems that are in place. This is followed by a food safety audit by Traditional Cheese Company who use their own audit criteria.</p> <p>Orders are generated from the company's ordering system and are communicated to suppliers via e mail or fax.</p> <p>Goods are received between 7 a.m. and 1 p.m.</p>
Geographical spread	<p>Depots with chilled and ambient storage facilities are located in Dublin, Cork and Galway.</p> <p>Distribution extends to the 26 counties and there is limited distribution within Northern Ireland. A next day delivery service is provided in Dublin, Galway and Cork. All urban centres are served at least twice per week and all other locations are served at least once per week.</p>
Fleet size	<p>The fleet consists of 15 Transit van sized chilled vehicles.</p>
Marketing support & services provided	<p>A price and product list is produced four times per annum.</p> <p>When a new product is listed, a list of the customers to whom the product may be of interest is compiled. The telesales team then advises the relevant customers. Supplier samples are often distributed to the relevant customers.</p> <p>Orders are gathered via telesales. A team of 8 sales representatives provide a sales development and support service on behalf of suppliers.</p>
Advice to new suppliers	<p>Suppliers should contact the Purchasing Manager via e mail and telephone and arrange to forward samples with product information and pricing. A meeting should then be arranged. The company is a strong supporter of Irish producers and is particularly keen to hear from producers of unique, flavoursome foods.</p>

Total Produce

Address: Charles McCann Building, The Ramparts, Dundalk, Co. Louth

Website: www.totalproduce.com

Phone: 042 933 5451

email: info@totalproduce.com

Company Profile	<p>Total Produce, a European wide PLC listed on the London and Dublin Stock Exchanges, is one of Europe's largest fresh produce providers, with a continent-wide infrastructure of 90 strategically positioned depots operating in 19 countries. It is the largest fruit and vegetable distributor in Ireland. The global turnover for the Group for 2008 was €2.7bn.</p> <p>A complete fresh produce solution provider, it grows, sources, imports, packages, distributes and markets over 200 lines of fresh fruit and vegetables to the foodservice, wholesale and retail trades.</p>
Relevant contacts	Tom Shields is the Purchasing Manager and may be contacted at the Beresford Street Dublin Depot on the mainline number 01 809 5555
Product range	<p>All lines of fruit and vegetables are carried by Total Produce, and all produce is fresh.</p> <p>The major brands carried by Total Produce are Fyffe's, Outspan, Cape, TOP and Greenace (all Irish produce).</p>
Sectors served	Total Produce services the foodservice, retail and wholesale sectors of the market.
Opportunities for Irish food and drink suppliers	Sourcing local produce is the first principle of the company and they do this with any Irish produce that is in season. However, there is limited production of certain categories of fruit and vegetables in Ireland due to the climate and weather conditions. The company's customers need a year round supply of produce.
Purchasing policy	<p>Purchasing policy is determined by both quality first and competitive pricing second.</p> <p>Total Produce has central billing with all of the multiples in Ireland.</p> <p>The account executive of the company and the purchasing manager influence purchasing decisions.</p>
Supplier requirement and ordering procedure	<p>All growers and producers in Ireland must be Bord Bia Quality Assured.</p> <p>There are also specific specifications for the fruit and vegetable category that must be adhered to in terms of technical requirements.</p> <p>The supplier delivery windows into the Total Produce depots are daily and sometimes multi-daily.</p>

Geographical spread	<p>Total Produce has 11 depots in the country including:</p> <p>Belfast Dundalk Beresford Street, Dublin Swords Kilkenny Cork Tralee Galway Sligo.</p>
Fleet size	<p>Total Produce operates approx 120 vehicles. They all carry fresh produce.</p>
Marketing support & services provided	<p>There is no catalogue as such as all produce is prone to seasonal effects. The sales team alert customers to new products. Discount price promotions and volume discounts are conducted to get product moving.</p> <p>Orders are gathered via tele-sales and the sales teams.</p> <p>Total Produce prefers all communications to customers to go through the sales teams and account executives. Sales reports are made available to suppliers. Promotional participation is encouraged and support is sometimes requested from suppliers.</p> <p>There are several sales representatives and account executives on the team, located nationwide.</p>
Advice to new suppliers	<p>New potential suppliers should contact the Purchasing Manager in the first instance and be conscious that quality produce at a globally competitive price is required.</p>

Vanilla Venture

Address: Unit F1 Southern Business Park, Newbridge, Naas, County Kildare

Website: www.vanillaventure.ie Phone: +353 (0)45 883 570 email: info@vanillaventure.ie

Company Profile	<p>Vanilla Venture sources produce from around the globe and imports it into Ireland, as well as sourcing from predominantly Irish artisan producers.</p> <p>The main customers are hotels and restaurants, Dublin being the customer base, but some also nationwide.</p> <p>In addition to foodservice, Vanilla Venture services a limited number of high end independent retailers e.g. Donnybrook Fair, 64 Wine, Caviston's, Morton's of Ranelagh etc.</p>
Relevant contacts	<p>Ian Redmond and Rocky Redmond are the Directors of the company and are equally responsible for purchasing decisions.</p> <p>Both Directors can be contacted by landline or email: Tel: +353 (0)45 883 570 Email: info@vanillaventure.ie</p>
Product range	<p>Vanilla Venture carries over 1500 products. Chilled products account for 50%, ambient 40% and frozen 10%</p> <p>Chilled products are cheeses (99% continental but some Irish artisan cheeses e.g. Glebe Brethan), charcuterie, olives, cooked and fresh meats e.g. Sandra Higgins Free Range organic chickens and Ger O'Leary from Tipperary for Dexter Beef, Irish kid goat and Irish lamb) fish and herbs (e.g. Pat Clarke Grown Pleasure micro herbs).</p> <p>Ambient products include olive oil (Campini, Sarinda and the Paul Holmes range of olive oils), Pipers crisps, Halomor salt and nuts (Denootzaak Gotje from Holland) and Granola from Paddy O'Connell.</p> <p>Frozen products include par baked breads, cakes and sourdough based breads.</p>
Sectors served	<p>The main customers are hotels and restaurants, Dublin being the customer base, but some also nationwide.</p>
Opportunities for Irish food and drink suppliers	<p>Alot of the products which Vanilla Venture sources cannot be found in Ireland as they are unique to their country of origin e.g. olive oils. Vanilla Venture is always on the lookout for good quality artisan products. They are currently looking for good Irish cheeses and Irish produced honey.</p> <p>The Company is currently importing rare bred pork from the UK. They would welcome an approach from an Irish producer that can deliver the same consistency.</p> <p>The Company can find that Irish artisan producers have very good quality</p>

	products, but there is often an issue with consistency of quality and quantity.
Purchasing policy	<p>The company has a preference to source local produce, but consistency of quality is key.</p> <p>Other criteria for their purchasing policy include price competitiveness, particularly in the current climate, and good, high quality.</p>
Supplier requirement and ordering procedure	<p>Supplier QA requirements are HACCP and all other necessary accreditations and regulations must be in place for QA and health and safety purposes. All products are strictly temperature controlled and checked on delivery for temperature and proper packaging.</p> <p>Orders are placed by phone, email and fax.</p> <p>Supplier delivery windows in to Vanilla Venture are largely driven by suppliers, predominantly Wednesdays, but can be taken in all week.</p>
Geographical spread	<p>There is one multi-temperate depot in Naas.</p> <p>Vanilla Venture delivers out predominantly on Tuesdays, Thursday and Fridays but can deliver up to 6 days per week if required.</p> <p>Deliveries are predominantly made to Dublin, but also nationwide.</p>
Fleet size	There are two multi-temperate vehicles.
Marketing support & services provided	<p>There is a product list which is produced annually and updates are made and supplementary product lists are distributed throughout the year.</p> <p>Vanilla Venture alerts customers to new products through direct contact, phone, email and the mailing of supplementary product lists.</p> <p>Price promotions are encouraged to get product moving, particularly at launch.</p> <p>Orders are gathered by the directors through phone calls and emails on a weekly basis.</p> <p>Suppliers speak to customers through the Directors unless they specifically request to talk to customers directly.</p> <p>The Directors are the sales representatives for the company.</p>
Advice to new suppliers	New potential suppliers should approach the company by phone and have an initial conversation to see if the product is suitable before arranging a meeting and bringing in samples.

Wild Orchard

Address: Enterprise Centre, Hospital Village, Co. Limerick

Website: not available

Phone: 061 383930

e mail: info@wildorchard.ie

Company Profile	<p>Established in 2001, Wild Orchard is a manufacturer of juices and smoothies and also distributes chilled and ambient foods across all of Munster, Galway City and the Greater Dublin Metropolitan area.</p> <p>The company's business is split evenly between foodservice and retail. Wild Orchard provides a distribution service to many artisan producers.</p>
Relevant contacts	<p>Managing Director: Diarmuid Crowley E mail: diarmuid@wildorchard.ie Phone: 061 383930</p>
Product range	<p>95% of the product distributed is chilled and the remaining 5% is ambient. A total of 50 products are distributed and the range includes juices, smoothies, yoghurts, ready meals and sliced meats. Currently 80% of the products in the range are manufactured by Wild Orchard.</p>
Sectors served	<p>Within foodservice, the customer base is predominantly made up of coffee shops and sandwich bars. Some restaurants and hotels are also serviced.</p>
Opportunities for Irish food and drink suppliers	<p>The company has noticed a trend in the market towards cheaper imported products in the juices and smoothies segment of the market. Fortunately, the quality of its own range of products is working to the company's advantage.</p> <p>Wild Orchard sees an opportunity for the local production of premium quality waters to compete with premium imported waters such as San Pelligrino.</p>
Purchasing policy	<p>The company has a preference to source locally produced foods. Almost all the foods that it distributes are produced in Ireland.</p> <p>The company purchases good quality Irish made products for which there is a demand.</p> <p>Wild Orchard is listed with BWG and Musgrave's to supply its network of Day Break shops.</p> <p>Purchasing decisions are made by the managing director who is influenced by the sales team in making a purchasing decision.</p>
Supplier requirement and ordering procedure	<p>All producers must complete a supplier questionnaire and supply specifications for all their products. Producers are visited for a general factory tour.</p> <p>Orders are placed via phone and e mail.</p> <p>Goods are often collected or a mutually convenient pick up point can be agreed.</p> <p>Products with a minimum shelf life of 18 days are preferred.</p>

Geographical spread	From its Limerick depot, Wild Orchard services Munster, Galway City and the Greater Dublin Metropolitan area as far south as Ashford. Over 90 % of customers receive at least one call per week.
Fleet size	The fleet consists of two chilled Caddy vans and one chilled Ford Transit van.
Marketing support & services provided	<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 of the van sales drivers and the managing director all work at sales development.</p>
Advice to new suppliers	Contact the Managing Director by e mail. As the shelf life of all the products currently distributed is a minimum of eighteen days, products with a shelf life of 18 days or greater are preferred.

William Tallon & Son

Address: 112-113 Bann Road, Dublin Industrial Estate, Glasnevin, Dublin 11

Website: N/A Phone: 01 830 0111 e mail: sales@tallonreadychef.ie

Company Profile	<p>William Tallon & Sons operates two businesses: Tallon Foods is a prepared vegetables business and Tallon Ready Chef is a distribution business distributing fruit, vegetables, herbs and prepared vegetable products. The company's ambient, chilled, and frozen distribution network covers the 32 counties of Ireland.</p> <p>The business services the foodservice sector exclusively.</p>
Relevant contacts	<p>Managing Director: William Tallon Email: William@tallonreadychef.ie Phone: 01 830 0111</p> <p>Head of sales: David Tallon Phone: 087 2356724</p>
Product range	<p>The main product categories that are carried by Tallon Ready Chef are fresh fruit and vegetables, herbs, processed vegetables and salad products, peeled and cut potatoes and exotic fruits.</p> <p>All products are chilled.</p> <p>The company does not carry any branded goods.</p>
Sectors served	<p>Within the foodservice sector, the company supplies contract caterers, hotels, pubs, hospitals and quick service outlets.</p> <p>Customers of Tallon Ready Chef include central distribution for Compass (Northern Ireland and Republic of Ireland), the Hilton Hotel Group, Marriott Hotels, Towey Group, the Four Seasons Hotel and the Merrion Hotel.</p>
Opportunities for Irish food and drink suppliers	<p>There are opportunities for Irish growers and manufacturers in all of the above mentioned products, but they need to be competitive in price and have the equivalent quality of products currently being imported.</p>
Purchasing policy	<p>The company has a preference to source local produce once product quality criteria are met.</p> <p>Price and service are key considerations taken into account when choosing suppliers.</p> <p>The purchasing department and the managing director influence the purchasing decision. The company has long term relationships with growers.</p>

Supplier requirement and ordering procedure	<p>QA requirements are at a minimum Bord Bia approval and certification, and the ability to provide evidence of pest residue levels. This information is sought through paper audits and if required, on site visits.</p> <p>Orders are placed via phone, fax, and email. The preferred method of placing orders is e mail.</p> <p>Supplier deliveries are received up to 6 days per week.</p>
Geographical spread	<p>There is one multi-temperature depot in Glasnevin, Dublin 11.</p> <p>The geographical area serviced is nationwide (32 county) and the frequency of service out is 6 days.</p>
Fleet size	<p>There are 10 vehicles in the fleet all multi-temperature – ambient, chilled, and frozen.</p>
Marketing support & services provided	<p>Customers are alerted to the arrival of new products by the telesales team and the company’s two sales representatives.</p> <p>Promotions are encouraged to get product moving.</p> <p>Orders are gathered via telesales, phone, fax and email.</p> <p>There is an open relationship with key clients back through to growers.</p>
Advice to new suppliers	<p>Potential suppliers should approach the company by email introductions.</p>