

# chipotle

/tʃɪˈpɒtliː/

*noun*

noun: **chipotle**; plural noun: **chipotles**

a smoked hot chilli pepper used in Mexican cooking.

Origin

NAHUATL

MEXICAN SPANISH

## 2015:

- 1,800 restaurants
- 45,000 staff
- \$3BN+ sales



US americas asia australia africa middle east cities development

# Ireland economy surges with GDP growth forecast at 6%

Clamour for tax cuts and greater public spending likely to rise after low euro fuels rapid growth



## Guinness Storehouse named Europe's best tourist attraction

Dublin attraction beats Eiffel Tower, La Sagrada Familia and Acropolis





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# Unemployment hits new six-year low of 9.4%

Official figures suggest number of workers classified as unemployed fell by 800 in September



Eoin Burke-Kennedy

Topics: [Central Statistics Office](#)

## Minimum wage to rise to €9.15 per hour

4

199

g+



Tuesday 13 October 2015 20.48



The rise in minimum wage will take effect from 1 January

Minister for Public Expenditure Brendan Howlin has announced an increase in the minimum wage from €8.65 to €9.15 per hour.

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

2015 Irish Foodservice Market	2015 Consumer Spending (€M)	2015 Operator Purchases (€M)	2018 Consumer Spending (€M)	2018 Operator Purchases (€M)	2012-2015 CAGR	2015-2018 CAGR
Quick Service	€ 2,470	€ 1,037	€ 2,832	€ 1,189	4.3%	4.7%
Full Service	€ 705	€ 246	€ 756	€ 264	2.2%	2.4%
Pubs	€ 1,552	€ 403	€ 1,550	€ 403	-1.7%	0.0%
Coffee Shops and Cafes	€ 368	€ 155	€ 437	€ 184	3.7%	5.9%
Hotels and Accommodation	€ 407	€ 122	€ 454	€ 136	3.1%	3.7%
Other Commercial	€ 143	€ 55	€ 155	€ 59	1.4%	2.7%
<b>Total Commercial</b>	<b>€ 5,645</b>	<b>€ 2,018</b>	<b>€ 6,184</b>	<b>€ 2,234</b>	<b>2.0%</b>	<b>3.1%</b>
Business and Industry	€ 287	€ 138	€ 295	€ 142	0.3%	1.0%
Health	€ 225	€ 115	€ 230	€ 117	-0.5%	0.7%
Education	€ 140	€ 60	€ 148	€ 63	1.7%	1.8%
Other Institutional	€ 38	€ 19	€ 40	€ 20	0.9%	1.0%
<b>Total Institutional</b>	<b>€ 691</b>	<b>€ 332</b>	<b>€ 713</b>	<b>€ 342</b>	<b>0.3%</b>	<b>1.0%</b>
<b>Total IOI</b>	<b>€ 6,336</b>	<b>€ 2,349</b>	<b>€ 6,897</b>	<b>€ 2,576</b>	<b>1.9%</b>	<b>2.9%</b>
Republic of Ireland	€ 4,383	€ 1,628	€ 4,793	€ 1,790	1.9%	3.0%
Northern Ireland	€ 1,954	€ 721.26	€ 2,103	€ 786	2.0%	2.5%

# Quick Service & Food-to-Go Insights Report

NOVEMBER 2015

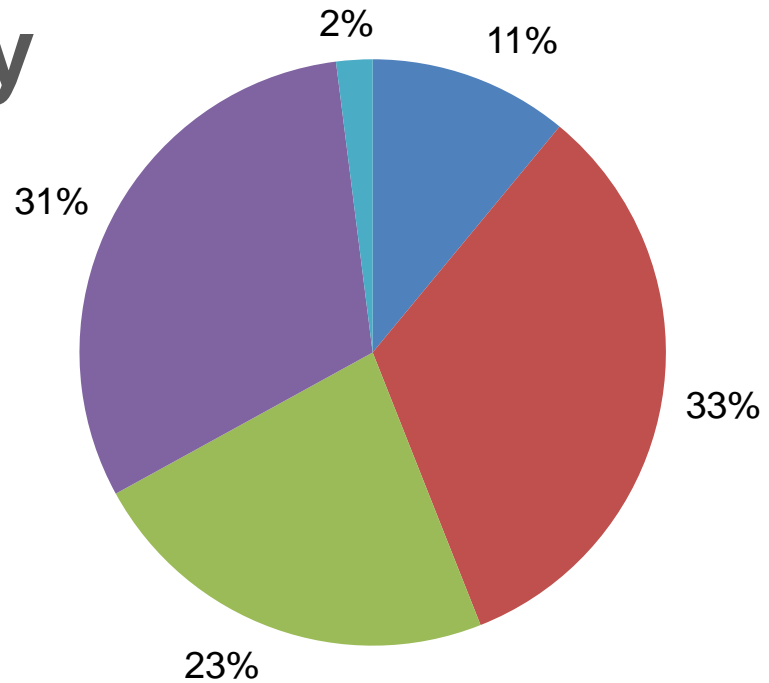
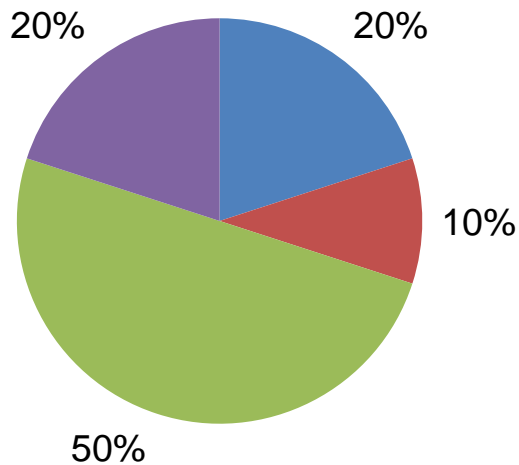


Growing the success of Irish food & horticulture

**Bord Bia**  
Irish Food Board

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

# Consumer Survey Demographics



- Northern Ireland - Urban (City/ Town / Suburb)
- Northern Ireland - Rural (Country / Village)
- Republic of Ireland - Urban (City/ Town / Suburb)
- Republic of Ireland - Rural (Country / Village)

- Gen Z (1993 - 1997)
- Millennials (1977 - 1992)
- Generation X (1966 - 1976)
- Baby Boomers (1946 - 1965)
- Matures (Before 1946)



# Domino's

**Headquarters** HQ: Ann Arbor, Michigan, U.S

**Est. 2015 Units** 65 (IOI)

**Concept Positioning** Domino's is an American restaurant chain and international franchise focusing mainly on pizza. They have recently expanded their menu to include other meal offerings such as wings, potato wedges, and chicken tenders.

**Key Characteristics** Domino's recent efforts to include more menu offerings as well as enhancing recipes that better align with their fresh food promise.

**Noteworthy Developments in Recent News**

- August 2015: Domino's opens 12,000<sup>th</sup> store (PR News Wire)
- October 2015: Domino's Irish sales rise 6.5pc (Irish Independent)
- August 2012: Domino's revamps stores and drops 'Pizza' from logo (Eater)

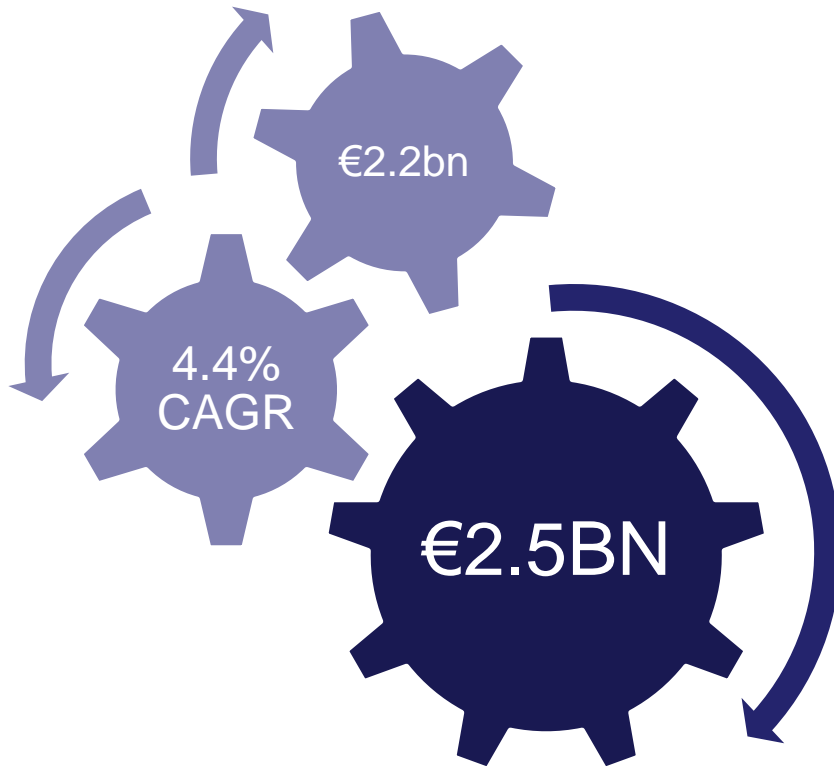


## Menu Features

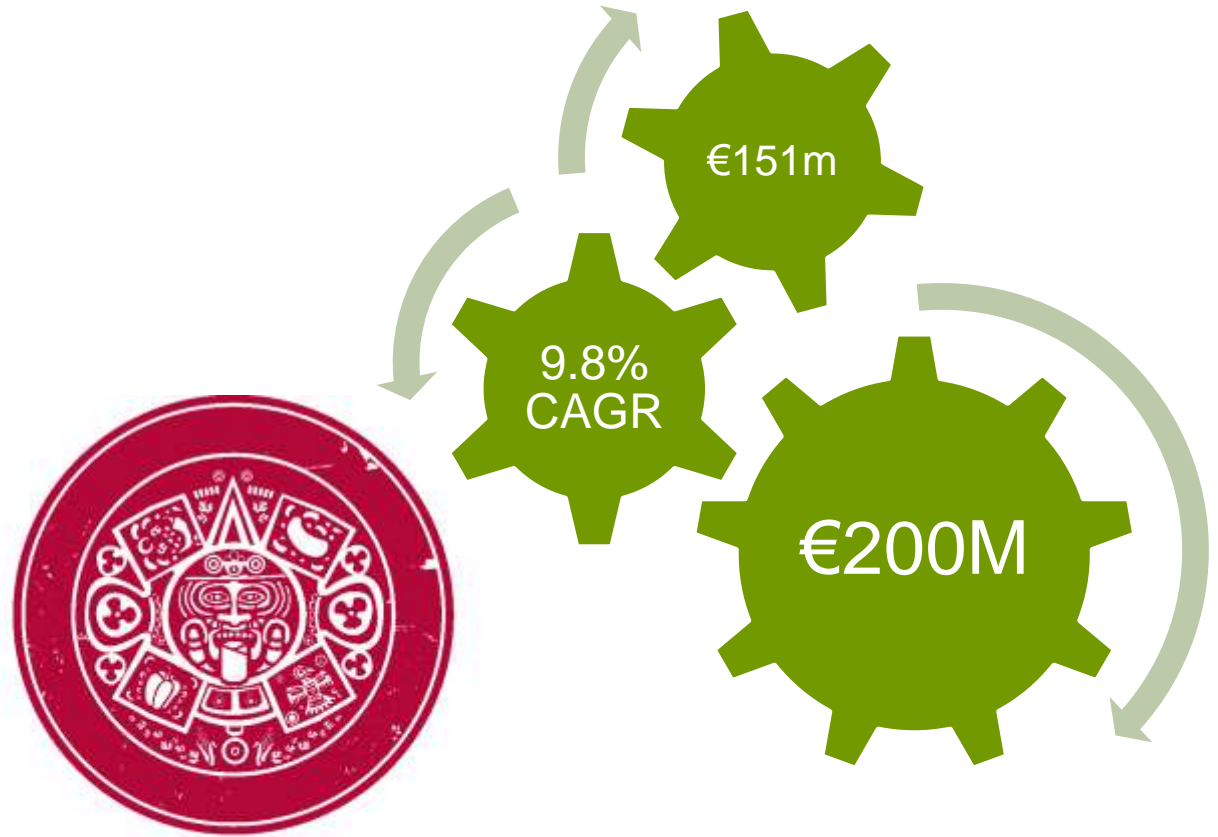
- **Gourmet Pizzas (Firenze, Florentine, Rustica)**
- **House Special Tandoori Chicken Pizza**
- **Full House Pizza**



# TRADITIONAL FAST FOOD



# FAST CASUAL



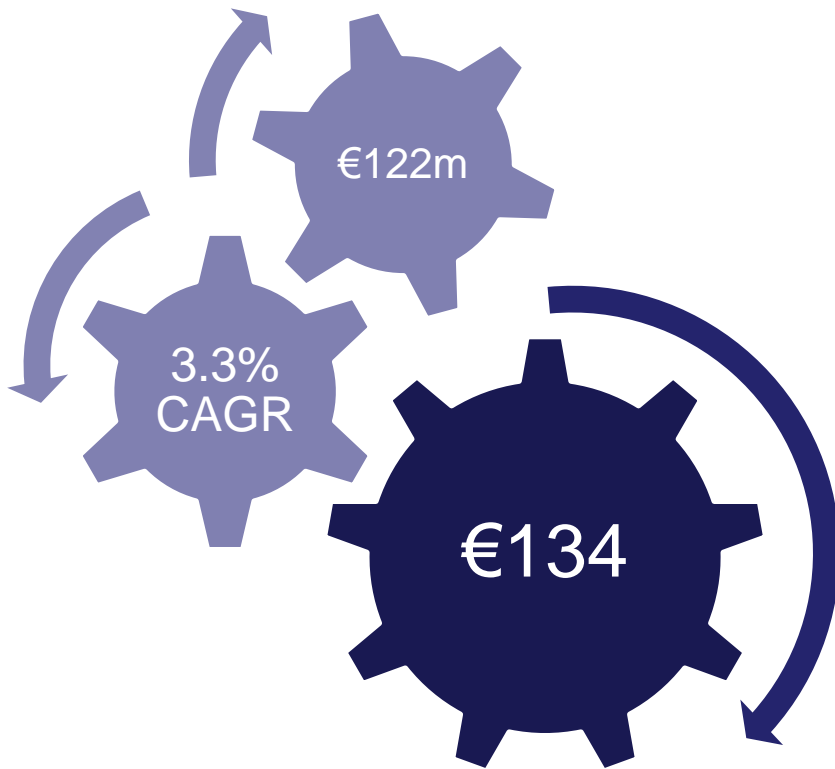
# TOLTECA

# COFFEE SHOPS & CAFES





# FOOD-TO-GO





# TRANSPARENCY



**LEON**  
NATURALLY FAST FOOD

# TECHNOLOGY





# CUSTOMERS IN CONTROL



# SERVICING THE TRANSUMER



Growing the success of Irish food & horticulture

# RECOMMENDATIONS

- **Focus on the basics – freshness; quality; variety & pricing.**
- **Understand who is shaping the future and leverage the important role that early adopters play.**
- **Be prepared for change – monitor and prepare for future shifts in terms of the market and the direction it is growing.**

- **The Out of Home market is growing at almost twice the rate that was forecast in 2014.**
- **Quick Service, Coffee Shops and Cafes and Food-to-Go are the main drivers within the market.**
- **Today's consumer is looking for – speed; transparency; quality and convenience.**





Burrito Kitchen

Sandwiches, sushi and snacks

Contact-less Payment