

2013 Ireland Foodservice Programme

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Bord Bia Foodservice Seminar

14th November 2012

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

Ireland Foodservice Programme: Objectives

- ✓ To provide up-to-date and **relevant market information** on the Irish foodservice market and to increase awareness for client companies of **business opportunities** within this sector.
- ✓ To **develop strong relationships** with key foodservice distributors and operators with the ultimate aim of **facilitating sales** for client companies.



Market Intelligence



Growing the success of Irish food & horticulture

Monthly Foodservice Newsletter

The screenshot shows a Microsoft Internet Explorer browser window displaying the Bord Bia website. The address bar shows the URL <http://www.bordbia.ie/industry>. The page features the Bord Bia logo and navigation tabs for 'ABOUT FOOD', 'ABOUT GARDENING', 'ABOUT INDUSTRY', 'ABOUT US', 'NEWS & EVENTS', and 'INDUSTRY SERVICES'. The 'INDUSTRY SERVICES' tab is active, leading to the 'Monthly Foodservice Newsletter' page. A left-hand navigation menu lists various services like 'Information Services', 'Farmers', and 'Manufacturers'. The main content area is titled 'Monthly Foodservice Newsletter' and features a banner for the 'Ireland Market Foodservice Newsletter – October 2012'. Below the banner, there are sections for 'General Industry News' and 'Quick Service Restaurant (QSR) Sector'. A 'Newsletter Archive' on the right lists newsletters from October 2012 back to 2010. The Windows taskbar at the bottom shows the Start button, several application icons, and system tray information including the date 05/11/2012 and time 09:54.

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Home - Contact - Advanced search

ABOUT FOOD ABOUT GARDENING ABOUT INDUSTRY ABOUT US NEWS & EVENTS INDUSTRY SERVICES

You are here: [Home](#) > [Industry Services](#) > Monthly Foodservice Newsletter

Monthly Foodservice Newsletter

Newsletter Archive

- ▶ [October 2012](#)
- ▶ [September 2012](#)
- ▶ [August 2012](#)
- ▶ [July 2012](#)
- ▶ [June 2012](#)
- ▶ [May 2012](#)
- ▶ [April 2012](#)
- ▶ [March 2012](#)
- ▶ [February 2012](#)
- ▶ [January 2012](#)
- ▶ [2011 Archive](#)
- ▶ [2010 Archive](#)

General Industry News

Hospitality experts judge recovery to be under way
Irish Examiner – 17.10.2012

Signs of a resurgence in the hospitality sector have been signalled by Georgina Campbell who judged the Granville Hotel in Waterford as the Irish hotel of the year and The Green House in Dublin as restaurant of the year. Announcing the awards in Dublin, Ms Campbell said: "There are cautious signs of an upturn in many areas. Closures are still a feature, however, and businesses outside the cities and large towns, especially small family businesses, are finding the going very tough."

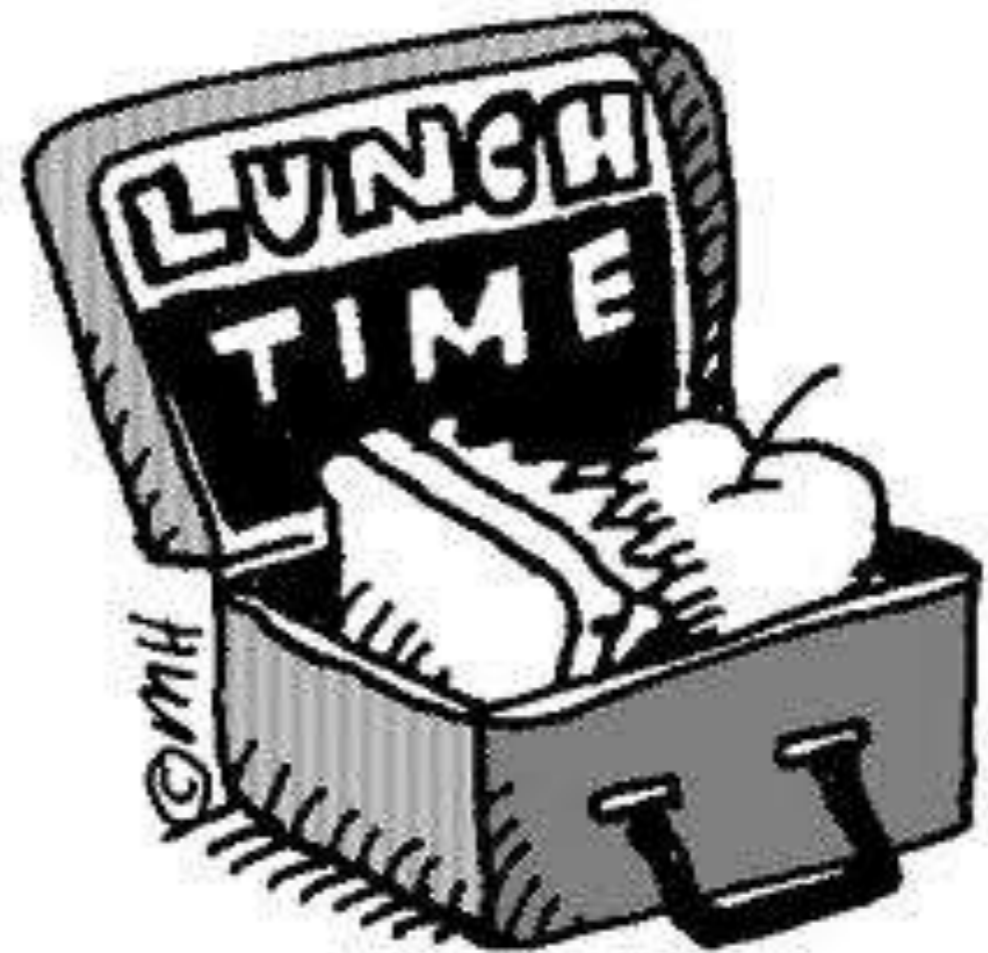
Visitor numbers still holding up
Service! – September 2012

The Minister for Transport, Tourism and Sport, Leo Varadkar, has said that new CSO figures show overseas visitor numbers to Ireland remain steady compared to last year. Despite global economic uncertainty, figures from March to May 2012 showed visitor numbers relatively unchanged, with a marginal decrease of 0.7% in the first five months of the year.

Quick Service Restaurant (QSR) Sector

Online sales drive growth for Domino's Pizza, despite fall in Ireland

Annual Publications



Business Development



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Supplier Development



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Keith Molloy – Jack & Keith Molloy’s Bros. Ltd.

“Signing up to Bord Bia’s Market Entry Programme in 2012 allowed us for the first time to examine potential opportunities in the Irish foodservice market. In particular, we have built sales of our cooked rasher and bacon products with a number of the leading contract caterers. We met key industry players at each of the workshops and the follow up mentoring helped us focus on putting relevant learnings into practice”.



2013 Market Development Programme

- ✓ Client companies currently selling to the Irish foodservice market



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Joerg Muller – Solaris Botanicals



“Participation on Bord Bia’s Irish Foodservice Programme has provided our company with the opportunity for one-to-one meetings with trade buyers. It has also developed our market understanding and allowed us focus on channels that are most suited to our product range. Over the past 24 months we have substantially grown our Irish foodservice business via a partnership approach with wholesale distributors and operator customers”.

Client Company Progression from Local, to National, to Export

