



Building a Foodservice Business in Ireland and the UK

Louise
O'Donohue

2nd November
2016



Who we are



- O'Donohue's Bakery Re – established in 1989
- 3rd & 4th Generation Family Bakers
- Manufacture Quality Yeast & Soda Bread Products
- Committed to NPD
- Quality Products in a Sustainable Manner





Cathal O'Donohue



Jack O'Donohue – 2nd Generation



The Recession



- **Rapid decline in sales**
- **Growth in Discounters**
- **Changing Trends**

What we did:

1. *Cut Costs:*
 - a) *Staff Costs*
 - b) *Distribution Costs*
 - c) *Lean Manufacturing*
2. *Diversified*



The Penny Loaf



Cathal O'Donohue – 3rd
Generation Master Baker

- Marketplace 2012
- Market Research
- Bord Bia Foodservice Market Entry Programme
- Funding & Investment
- Launched in October 2013

“There are no short cuts taken when it comes to the manufacture of our products. We continuously dedicate the required amount of “TIME” it takes to achieve each products full flavour” –

Cathal O’ Donohue, MD & Master Baker.



The Penny Loaves



Penny Loaves are a variety of yeast free, mini Irish soda breads (45-55g) that are fully baked and frozen.



JUST THAW & SERVE



The Product Spec



Penny Loaf Mixed Box	Unit Size	Units per case
<p>The ideal variety of Penny Loaves in one box including:</p> <p>24 or 48 x Buttermilk Wheaten Soda Penny Loaf</p> <p>24 or 48 x Traditional White Soda Penny Loaf</p> <p>24 or 48 x Healthy Seeded Soda Penny Loaf</p>	45-55g	<p>72 case (24 x each flavour)</p> <p>144 case (48 x each flavour)</p>

- **Buttermilk (Wheaten) Soda Penny Loaf**

Made with 100% Fresh Irish Buttermilk this product is:

- ✓ Yeast Free
- ✓ No Added Sugar
- ✓ High in Fibre
- ✓ No Additives or Preservatives

- **White Soda Penny Loaf**

A traditional Irish soda bread that is:

- ✓ Yeast Free
- ✓ Dairy Free

- **Healthy Seeded Soda Penny Loaf**

A unique blend of Pinhead Oatmeal, Linseed, Sunflower and Pumpkin Seeds:

- ✓ Yeast Free
- ✓ No Added Sugar
- ✓ High in Fibre
- ✓ No Additives or Preservatives



The Product Spec



	Unit Size	Units per case
Fruit Soda Penny Loaf		
A great scone alternative, this fruity treat is made with succulent sultanas.	45-55g	72
Below image is a <u>FRENCH TOAST INSPIRED DISH</u> that was sent in by catering company Hey Pesto!		





Applications



They're so cute!



- ✓ Hotels
- ✓ Restaurants
- ✓ Gastropubs
- ✓ Café's
- ✓ Event Catering
- ✓ Travel
- ✓ Hospitals & Schools
- ✓ Workplace Catering



Much more than just a soup roll!



The Mini Sandwich ideal for...

- ~ Soups ~
- ~ Afternoon Tea ~
- ~ Platters ~





Much more than just a soup roll!



Share on Platters:

- ~ Ploughman's ~
- ~ Seafood ~
- ~ Antipasti ~





Much more than
just a soup roll!



Afternoon Tea





Canape's, Croutons & Crispy Bites!





Much more than
just a soup roll!



Tear & Dunk *into Hearty Casseroles, Stews and Chowders*



Or Simply...



...with a nice cup of
tea!





The little loaf that
gives a lot!



Oh Yes...



USP's



Versatile & Profitable:

- Simply thaw & serve – *3 day defrosted shelf life*
- Reduce Waste & Costs – *only defrost what's needed*
- Improve Efficiencies – *no need to bake off*
- Guaranteed Consistency
- The shape & size



Our Accreditations



- Verified Origin Green member
- Grade A BRC
- EIQA Level 3 Hygiene Mark 2013 & 2014
- National Finalist for the Q Mark Awards 2013, 2014 & 2015 Hygiene and Food Safety Category
- Shortlisted for the “Entrepreneurial Award” in Bord Bia Food & Drink Awards 2015
- O’Donohues products have continuously won stars in the prestigious Great Taste Awards since 2008.
- The Buttermilk Soda Penny Loaf won a Gold Star in Great Taste Awards 2015.
- Tullamore Chamber of Commerce Business Awards 2014 – “**Best Business Initiative Award**” for the Penny Loaves
- Overall Winner at Brakes Supplier Innovation Day – October 2014





Launching into the UK



- Brakes Innovation Day
- Time
- Bord Bia's Fellowship Programme
- Marketplace contacts
- Trade Shows
- Networking Events
- Working with our Distributor





Building sales in Ireland and the UK



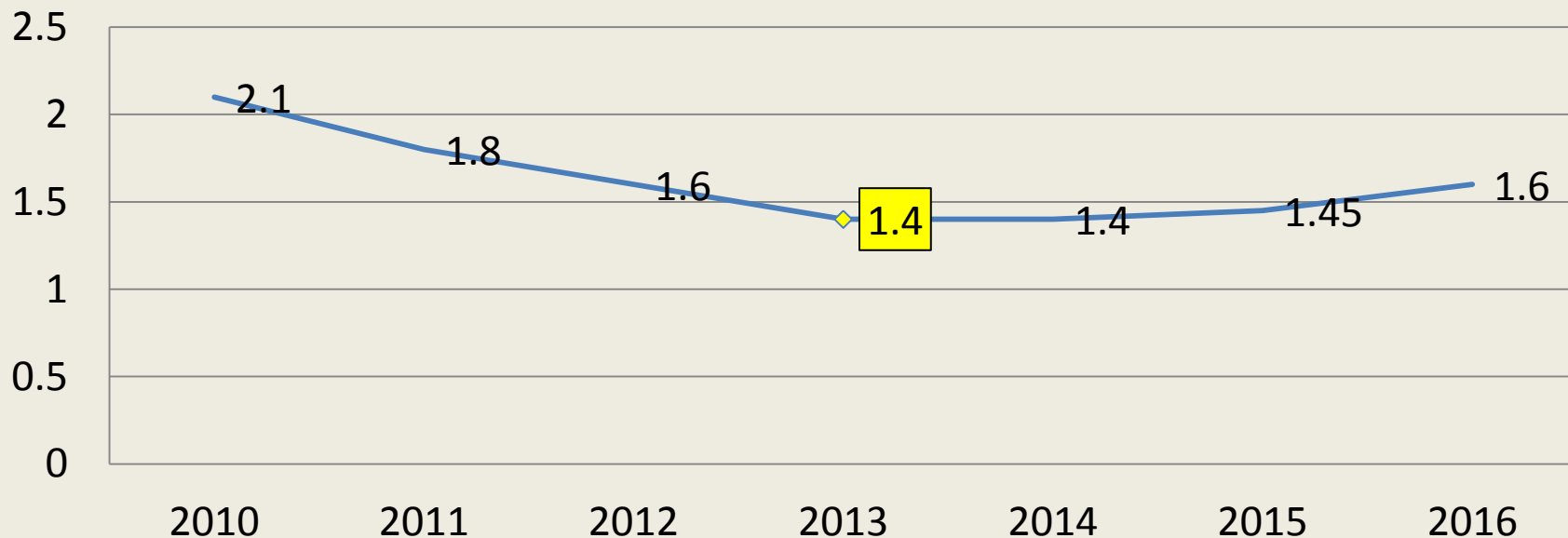
- Persistence & Patience
- Regular Communication
- Push & Pull
- Networking
- Bord Bia supports
- Trade Shows
- Apply consumer and market trends insights into our NPD
- Make it easy for the Chef
- Enter Awards
- Social Media & Photography



The Company Today



O'Donohue's Turnover





The Company Today



Ireland





The Company Today



UK

brakesgroup



Bidvest
Foodservice
inspired by you

HOPWELLS

DEBENHAMS

 **COMPASS**
GROUP

baxterstorey


TUCO
Share. Learn. Buy. Grow.





Caught in the act!



Debenhams new
Ploughman's
Lunchbox



Caught in the act!



Morning Goods
display - **Radisson
in Cork**



Caught in the act!



Antipasti
Platter – **Lazy
Bean, Cahir,
Co. Tipperary.**



Caught in the act!



**Soup @ Horetown
House, Wexford -**



Caught in the act!



Business Class
Dining with –
Aer Lingus



Caught in the act!



Antipasti by
Hey Pesto!



Caught in the act!



Bread Basket @
Heathrow Lounges
– **Baxter Storey**



Caught in the act!



Bread Board
@Faithlegghouse
– **Tweeted by**
Sinead Cashin on
Mothers Day 2016



Looking Ahead



Continue Building...

... Understanding

... Relationships

... Opportunities

- Listen and React
- Apply consumer and market trends insights into our NPD
- Continue to guarantee quality, consistency and availability
- Lean and sustainable manufacturing



Thank You