



GREAT INGREDIENTS, GREAT FOOD.



BORD BIA FOODSERVICE SEMINAR  
NOVEMBER 6<sup>TH</sup> 2013

**FOOD PLUS+**

**NECTAR**





**Building and retaining  
foodservice customers through  
innovation and new product  
development....**





**We Started From Simple  
Beginnings...**





**To Become Europe's Leading  
Cooked Meats Ingredients  
Company...**





**Putting Customers At The Heart  
of Everything We Do...**



We aim to be the **COOKED MEAT**  
**INGREDIENT PROVIDER OF CHOICE** to at  
least **TWO OF THE TOP FIVE** players in our  
**TARGET SECTORS**, across identified  
geographic markets.

**Our objective is to achieve  
15% Year on Year Sales  
Growth**





**And Supplying Some Of The  
World's Leading Food  
Brands...**





**We are a Specialist Producer of Cooked Meat Ingredients....**







**Including Crumbles, Ham Toppings,  
Chicken Strips and Meatballs**





## Full Range of Fermented & Dried Meats





## Our UK Specialist Cooked Bacon Facility





# Cooked Bacon, Roasted Vegetables & Sausage Products...





**Adding Value to Quality ...**



# INNOVATION IS **EVERYONE'S** RESPONSIBILITY

- Great Improvement in 2012
- Lean Tools Fully Developed
- Work To Be Done On Customer Service Models
- Scope For Huge Gains
- 2013 – Our Digital Year
- Good Analytics On Future Trends/Markets

A large industrial facility, likely a sausage processing plant, with rows of hanging sausages. A worker in a white uniform and cap is visible in the background, inspecting the sausages. The scene is brightly lit, and the sausages are arranged in neat rows, creating a strong sense of depth and repetition.

**FOOD PLUS+**

An enhanced approach to food safety

and **QUALITY**

Creating **best in class**

Food security systems





We have a  
**clearly-aligned,**  
**transparent,**  
**secure**  
and **cost effective**  
**SUPPLY CHAIN**  
to meet the needs  
of our customers





A close-up photograph of two hands, one from a person with a darker skin tone and one from a person with a lighter skin tone, both wearing business suits, holding a golden telescope together. The background is a clear blue sky with light, wispy clouds. The text is overlaid on the image in white, sans-serif font.

# LEAN MANAGEMENT

Lean is our  
platform for **CHANGE.**

It is not painless but it is a  
**JOURNEY** not a destination.

# Sustainability Is A Core Business Principle And Philosophy...

*By 2025, two-thirds of the world's population could be living under water stress conditions”.*

United Nations

*Agriculture uses 70% of the world's freshwater*





**OUR ORIGIN GREEN CHARTER COMMITS US TO  
ACHIEVING AMBITIOUS TARGETS IN THE  
FOLLOWING AREAS:**

**ENVIRONMENT**

**FOOD SAFETY &  
ETHICAL SOURCING**

**WORKPLACE  
& COMMUNITY**

**HEALTH  
& NUTRITION**

**SINCE 2010 WE HAVE ACHIEVED:  
40% ENERGY REDUCTION | 95% WASTE DIVERTED FROM LANDFILL  
50% WATER REDUCTION | 20% REDUCTION IN CARBON EMISSIONS**

A LEADER in Science and

Innovation

**NECTAR**

is our branded stage gate  
**PROCESS** converting ideas into  
outstanding products to

**GROW YOUR BUSINESS**



# Taking Products From INSIGHTS to CONCEPT to PRODUCT Launch...

IDEA GENERATION/  
EXPLORING OPTIONS

REALISING AND EXECUTING THE CONCEPT

**N**  
NEED

**E**  
EXPLORE

**C**  
CREATE

**T**  
TEST

**A**  
ACTION

**R**  
REVIEW



## Create

Synectics creative ideation session: *'Build new menu heroes'*

1. *'I wish for heroes to beat the competition and fill menu gaps...'*
2. *'I wish for a beefy challenger to the Golden Arches...'*



## TESTING

Kitchen and consumer

Prototype 'Beef Burger' concept built and tested in kitchen

Subway customisation and 'Eat Fresh' positioning built in from the start



## Action & Review

Launch!

'Beef Burger' becomes 'Big Beef Melt': a hot, melty, delicious sandwich to fit the value layer of £3 Lunch. Consistently driving traffic to this menu segment...

# CUSTOMER **NEED** AND **EXPLORE** MARKET TRENDS



- Subway has a strong 'healthier' perception
- Their philosophy is simple: 'Eat Fresh!'



£3 Lunch very successful and kick-started traffic growth in the UK and Irish markets – but needed a line-up of Subs to drive the benefits home to consumers...



## **Tangible benefits**

Focusing on proof of real tangible benefits and established quality

Trend-based 'task headline' from Subway:  
***Build new menu heroes for the value layer!***

***Ensure 'tangible benefits' to differentiate new products from existing main menu***



**NEW**

**€4**



408 kcal

# **BIG BEEF MELT**

**100% IRISH BEEF**

\*THE SLEWEE LUNCH™ €4 BIG BEEF MELT includes regular 6-inch Subo - Big Beef Melt. Not valid for double meat, extra cheese, bacon or any other extras. Not to be used in conjunction with any other offers or discounts. This offer may be withdrawn at any time at the sole discretion of TIAFFI B.V. Calorie number refers to sandwiches on Italian or 9-Grain (Wheat bread prepared according to standard recipe with meat, red onions, lettuce, tomatoes, green peppers and cucumbers. Customer requests to modify the standard recipe or add cheese or condiments may increase fat or calorie content. For full nutritional information please visit [www.safeway.ie](http://www.safeway.ie)

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**The Innovation Solution**





# DIGITAL COMMUNICATIONS....

## ENHANCING ENGAGEMENT WITH CUSTOMER NETWORKS

TOP 9

Web Version | Update preferences | Unsubscribe | Like | Tweet | Forward

### Dawn Farms | TOP 9

Consumer and Menu Insights . Global Update | Issue 44

**NECTAR**      **FOOD PLUS +**      **RECIPES**

- 1. Do you love those blurred lines? More and more food service brands are crossing over to the retail space** with branded food items on shelf. We first became familiar with this movement when celebrity chefs began creating co-branded ready meals but now it goes much further – allowing customers to experience food service quality at home at a more convenient and value driven price point. McDonald's USA have announced planned test retail sales of McCafé coffee. Casual-dining chain Red Robin Gourmet Burgers today said it will sell Red Robin Seasoned Steak Fries in supermarket frozen-food sections.


- 2. For American Restaurant Chains, the Future is Mexican** - Data from food researcher Technomic show that sales at Mexican-style restaurants grew 9.3 percent in 2012, outpacing the 5.6 percent increase among all limited-service restaurants. In fact in the U.S., tortilla outlets burger and hot dog buns, tortilla chips eclipse potato chips, and salsa tops ketchup, according to an Associated Press report. Mexican quick-service restaurants offer "high value and appeal with millennial consumers and affluent groups," says Darren Tristano, an executive vice president at Technomic. Popular burrito purveyor Chipotle (CMG) has led the way, and the 1,525-store chain just reported a same-store sales increase of 6.2 percent in the last quarter.


- 3. Everyone loves pizza! But with pizza delivery becoming more and more popular in the UK consumers want more than their pizza experience when they decide to eat out. That's why Pizza hut UK has begun a £60 Million Refurbishment and Restructuring Programme.** Pizza Hut has unveiled its first "new look" restaurant in Crawley Focusing on giving its guests an amazing experience, skilled chefs have been brought out of the kitchen with a theatrical front of house dough-stretching and topping station. There has also be an evolution of the Ice Cream Factory. A brand new menu includes the introduction of ribs, wings and fries, appealing to a wide range of customer tastes.



# DIGITAL COMMUNICATIONS....

Ensuring timely and effective communications

## 2 DAYS PACKED WITH INNOVATION

### 1. Consumer & Food Trends

We kicked off the session with a trip to Bord Bia - where we explored the German Periscope study - [CLICK HERE TO READ / DOWNLOAD](#)

During your visit we also presented a street foods insights presentation



[Click here to access the Ebook version of this presentation >>](#)

### 2. We Went On Safari Across Dublin

We put on our walking shoes and took a look around Dublin's packed food scene. Taking a closer look at what Avoca, Pitt Bro's and Craic Bird had on the menu.



[Click here for your visual safari highlights >>](#)

### 3. Trends + Insight + McDonalds Need = STREET FOOD MANIA

On day two we went back to base and took all the trends and flavours we had explored and developed some curb kicking street eats.

Focusing on Pan Asian, Latin America and USA flavours we developed 9 trend satisfying concepts.

[Click here to view the visuals of the concepts that were developed >>](#)

## Innovating Together | We hope you enjoyed the session



# #share

# 2012 - 2020 | The Road Map

Exit 1

15% YEAR ON YEAR  
SALES GROWTH

Innovation  
Focus

Positive  
Momentum

Build  
Relationships

Lean  
Machine

Competitiveness  
& Value

Urgency &  
Speed

Growth &  
Direction

Success &  
Ambition



GREAT INGREDIENTS,  
GREAT FOOD.



NECTAR



FOOD PLUS+



# The Leading Cooked Meat Ingredients Company In Europe