



Freshcut Foodservices

Developing business in the Irish
foodservice market

Dermot Skehan, Managing Director

Freshcut Foodservices

- ▶ FRESHCUT is key supplier of gourmet food solutions .
- ▶ Established in 2005
- ▶ Purpose built production facility.
- ▶ Employees
- ▶ Our key product range.
- ▶ Our business focus.
- ▶ Our food Awards.



Product Range



Foodservice Focus 2012



- ▶ Identified suitable channels to the food service sector that best suited our product range.
- ▶ Identified our market – Freshcut aligned ourselves with distribution partners.
- ▶ Identified our key Unique Selling Points.

Branding in Foodservice



- ▶ Need to develop brand synonymous with company identity
- ▶ Understanding that Chefs are consumers and “brand-loyal”
- ▶ Introduced new logo across the business – outer boxes; website; vans; business cards and brochure



TRANSIT

FRESHCUT
FOODS

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Dublin Industrial Estate
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www.freshcutfoods.com

FRESHCUT
FOODS

Gourmet Pies & Quiches
Wholesale Fruit & Veg
Hand Cut Fruit Salads
Prepared Vegetables

FRESHCUT FOODS

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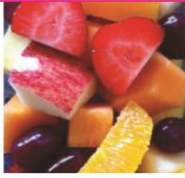


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Freshcut Foods is an established key supplier of gourmet food solutions to the retail and foodservices sectors throughout Ireland. The business operates from a 27,000 sq. ft. purpose built facility in Glasnevin. All products are produced in-house with 100% natural ingredients. With 30 years experience in the foodservice market and a team of 90 employees, Freshcut is dedicated to providing high quality products supported by first class service.



PRODUCT RANGE:

A dell range of handmade pies, quiches and ready meal solutions.

- All pies are produced fresh to order, with a short crust pastry recipe made in-house.
- Pies are filled using sauces made from scratch, with 100% Irish beef.



A range of bespoke hand cut fruit salads for the retail and foodservices trade.

- Fresh fruit packs are re-sealable and contain no artificial colourings or preservatives.

A range of wholesale fruit and vegetables.

A range of prepared vegetables.

ACCREDITATION AND AWARDS:

- Bord Bia Quality Award 2013
- Supervalu Best Fresh Supplier Award 2013
- Great Taste Award – Gold 2013 – Pies
- Bias na hEireann Award – Gold 2013 – Pies
- Bias na hEireann Award – Gold 2013 – Fruit Salad
- HACCP Accredited



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Benefits of Bord Bia Foodservice Programme

- ▶ Interaction with other manufacturers.
- ▶ Introduction to key trade buyers.
- ▶ Focus on foodservice.
- ▶ Detailed foodservice Sales Growth Plan.
- ▶ One to one mentor sessions – specific to Freshcut
- ▶ It also takes time – be patient!

What next for Freshcut?



- ▶ Continue to drive both retail and foodservice business
- ▶ Currently in conversation with vending machine distributor = opportunity for both fruit packs and pies.
- ▶ Continue to explore new trends and ideas – product and packaging innovation is ongoing!

Thank You



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