

A stylized white chicken head logo on a red background. The head is in profile, facing right, with a large beak and a wattle. There are three small, oval-shaped feathers on top of the head.

*chick-fil-z*



**“We didn’t invent the chicken, just the Chicken Sandwich”**







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# Reading Chick-fil-A outlet to close in LGBT rights row

🕒 18 October 2019



🔗 Share



The background is a vibrant rainbow with a cracked, stone-like texture. The colors transition from red at the top, through orange, yellow, green, light blue, and dark blue, to purple at the bottom. The cracks are thin, dark lines that follow the contours of the color bands.

**GET THE  
CHICK OUT**



# Irish Foodservice Market & Consumer Insights

NOVEMBER 2019



Growing the success of Irish food & horticulture

***Bord Bia***  
Irish Food Board

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



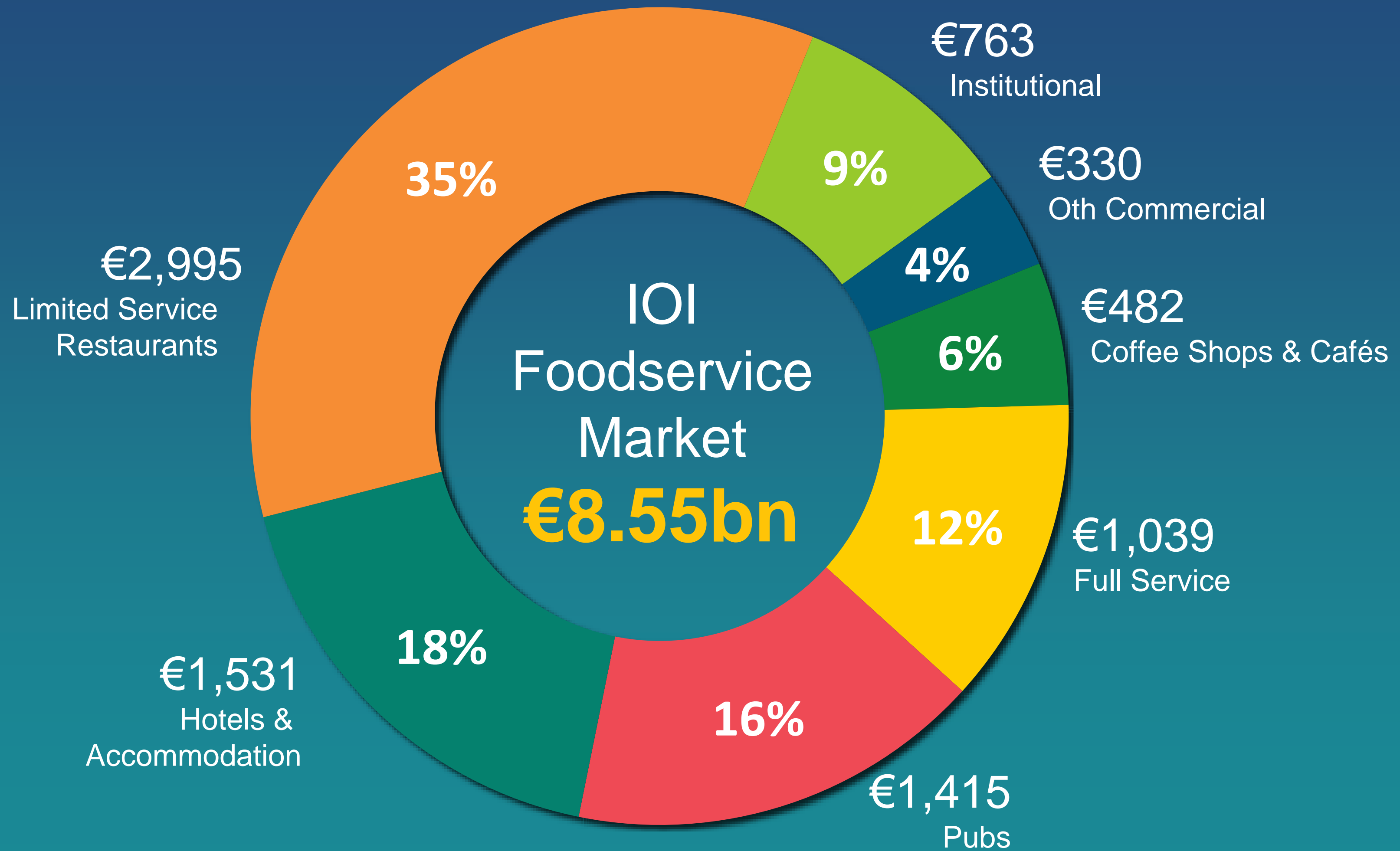
**Irish Foodservice Market 2018**

**€8.2bn**





# 2019 Irish Foodservice Market Snapshot









## Overseas Travel

### Releases

- > Overseas Travel September 2019
- > Overseas Travel August 2019
- > Overseas Travel July 2019
- > Overseas Travel June 2019

[all releases >](#)

[statbank tables >](#)

### Related content

- > Methodology
- > Tourism and Travel Explained

### Statistical tables at a glance

- > Overseas Trips to and from Ireland by Statistic, Month and Trips
- > Overseas Trips to Ireland by Quarter and Area of Residence

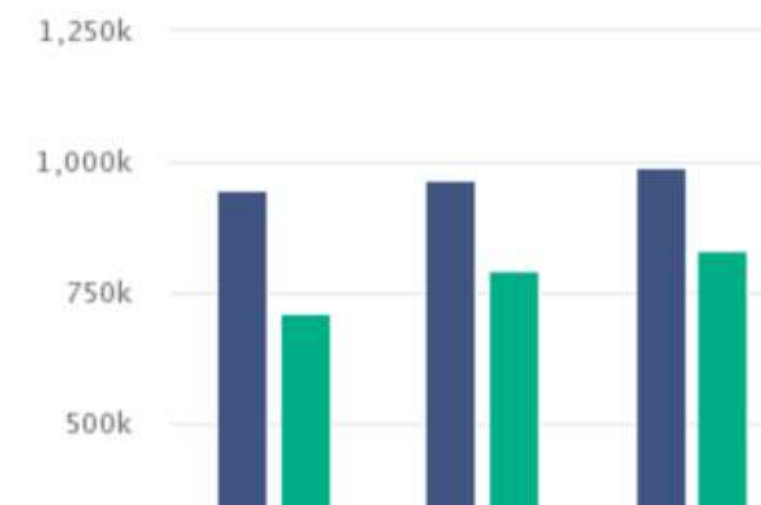
## Overseas Travel

September 2019

	Irish Residents' Trips Overseas	Trips to Ireland	Trips to Ireland by Area of Residence			
			Great Britain	Other Europe	USA and Canada	Other Areas
September 2017	712,800	946,600	327,300	321,400	235,500	62,400
September 2018	795,100	968,200	297,600	343,500	261,400	65,700
September 2019	831,500	988,700	315,600	355,700	250,900	66,400
Jan - Sep 2017	6,182,700	7,661,200	2,810,500	2,704,800	1,654,900	491,000
Jan - Sep 2018	6,418,200	8,203,500	2,842,000	2,976,200	1,868,300	516,900
Jan - Sep 2019	6,904,700	8,382,900	2,859,400	3,038,200	1,938,000	547,300

### Trips to Ireland increased by 2.1% in September 2019

Figure 1 Overseas Travel September 2019





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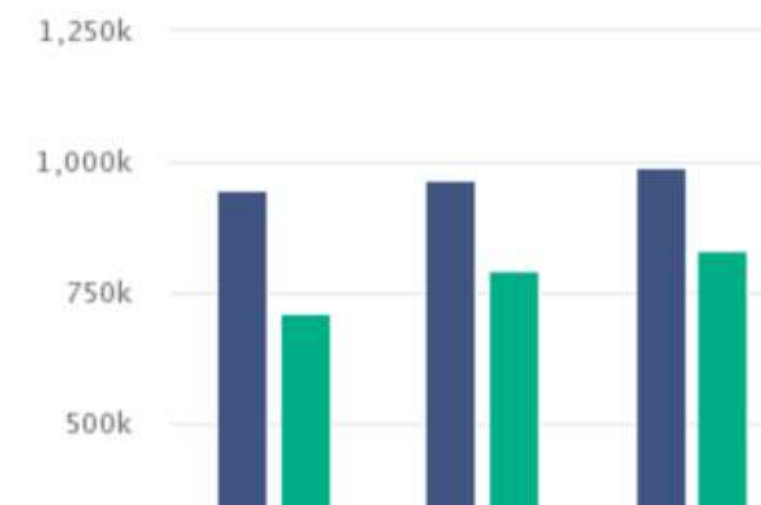
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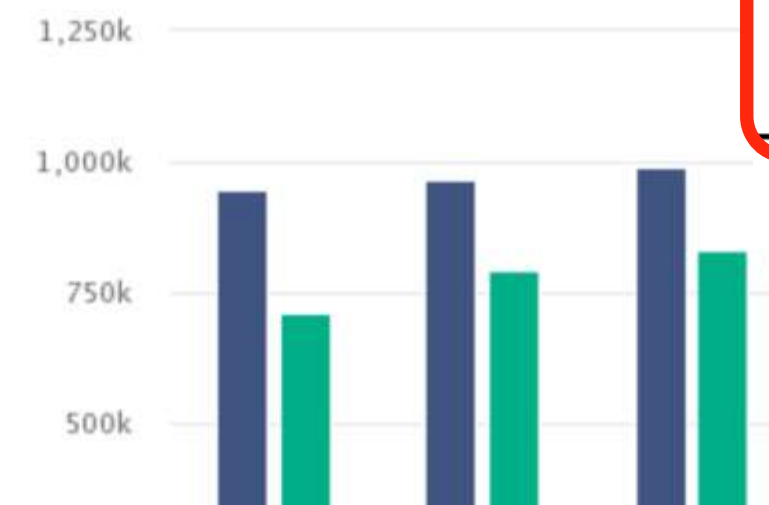
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### Trips to Ireland increased by 2

Figure 1 Overseas Travel September 2019



### Great Britain

327,300

297,600

315,600

2,810,500

2,842,000

2,859,400



# Brexit woes hit British tourist plans - survey



By **Will Goodbody**

Business Editor

Updated / Tuesday, 22 Oct 2019 **16:38**





# Lonely Planet declares Galway the fourth best city in the world to visit in 2020



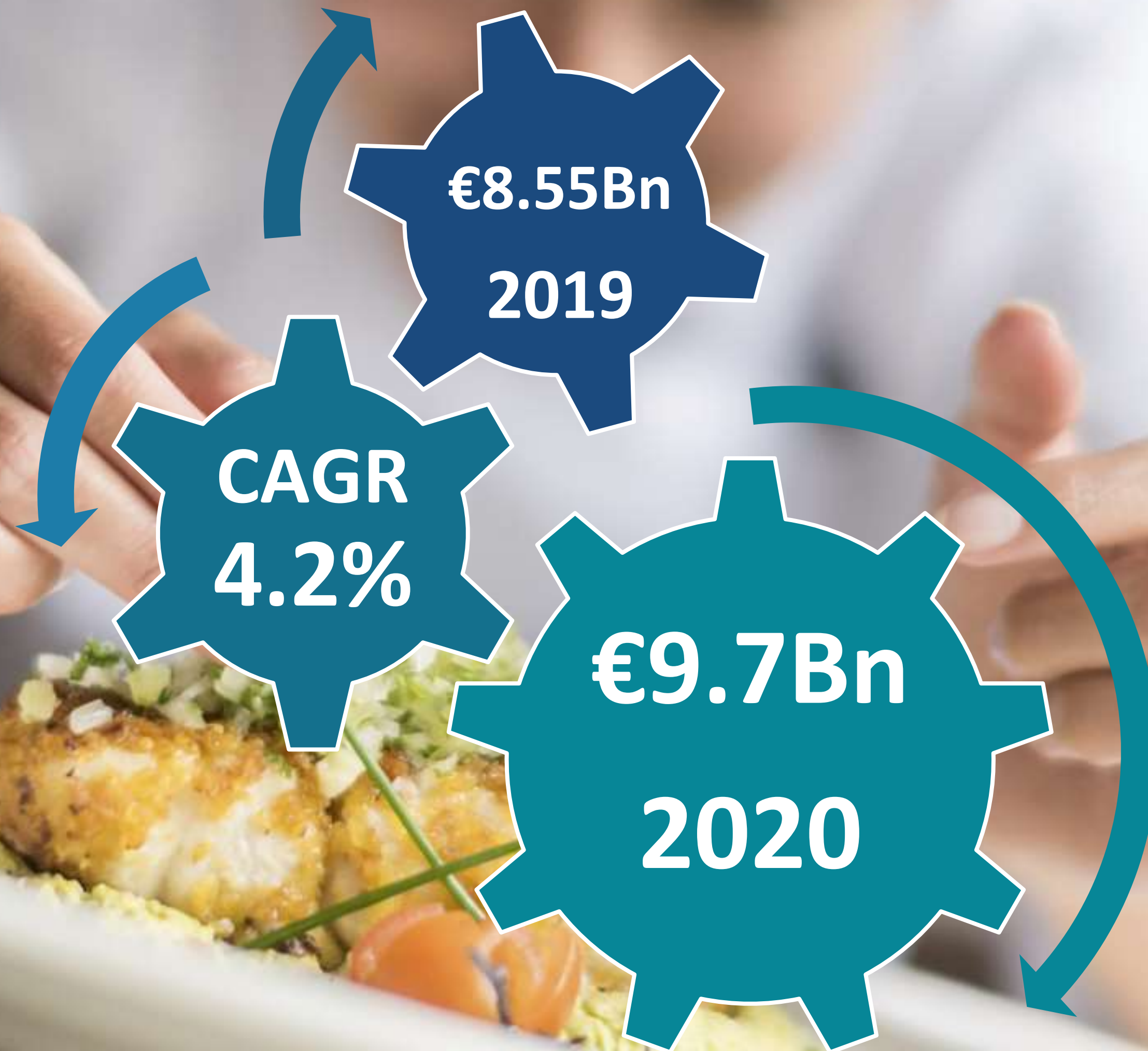


# September busiest month EVER for Dublin airport





# 3 Year Growth Outlook 2020-22















**BUKKY**  
**20, Dublin**







**BUKKY**  
**20, Dublin**



**DAMIEN**  
**48, Ashbourne**



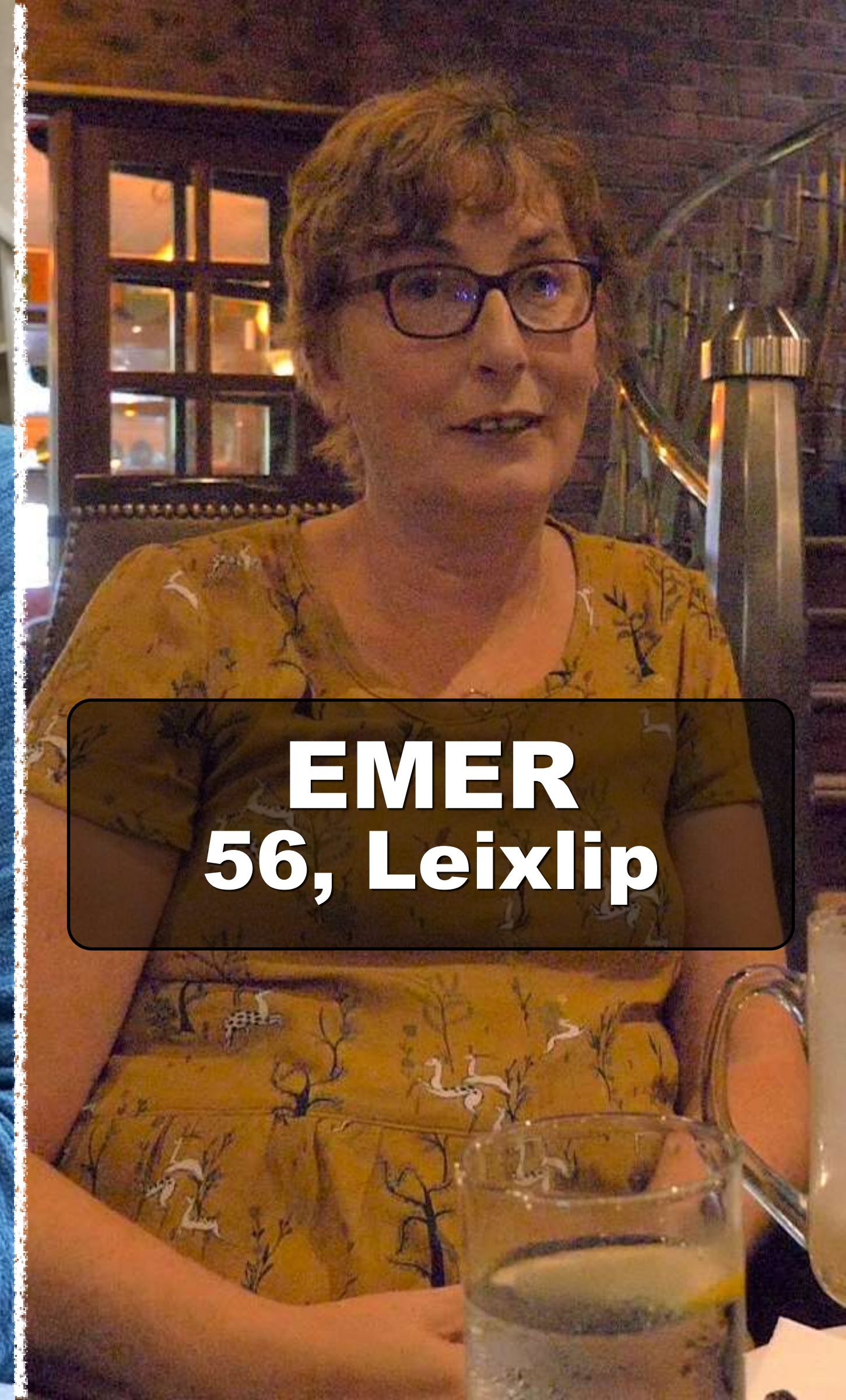




**BUKKY**  
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**DAMIEN**  
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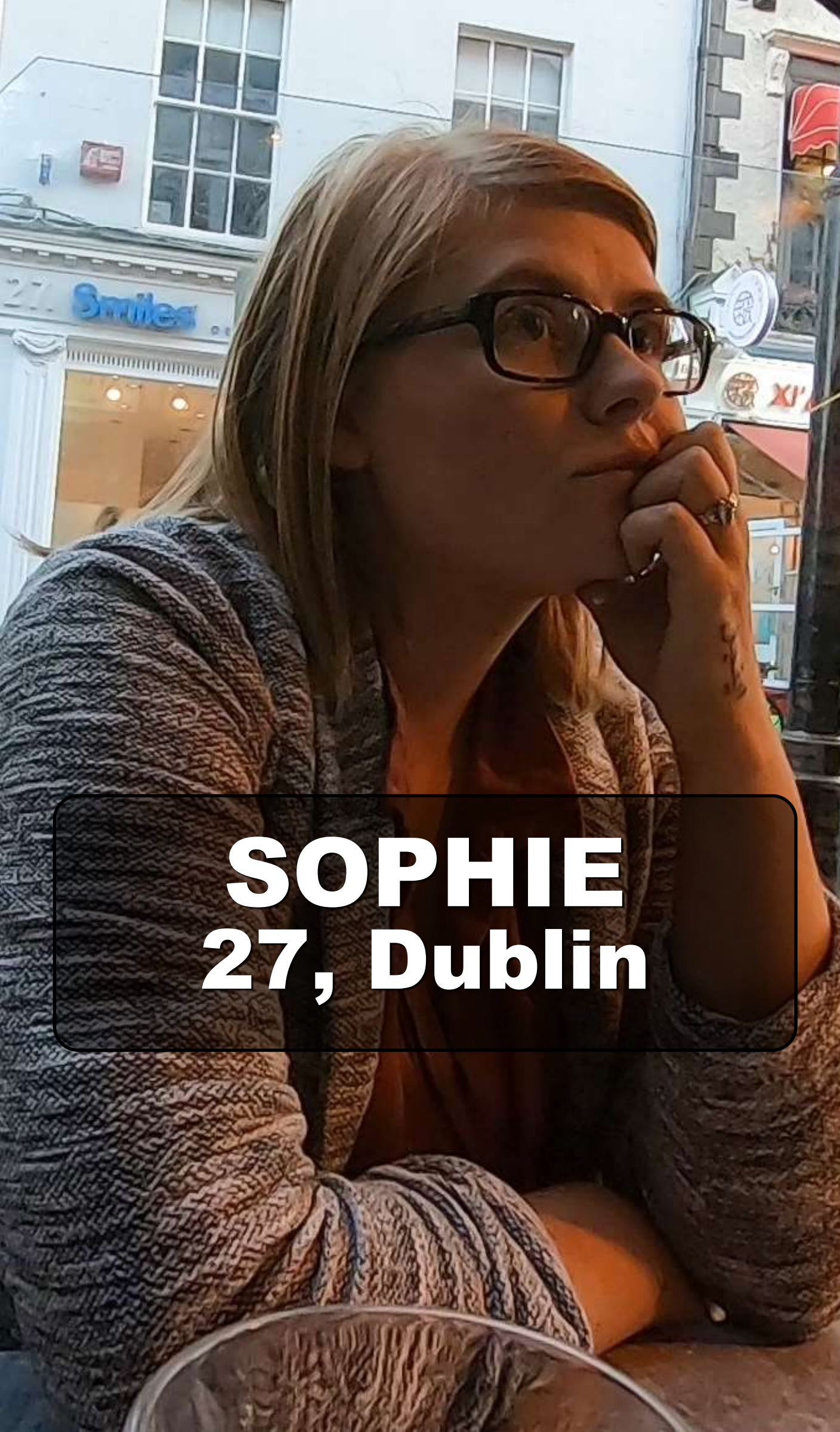


**EMER**  
**56, Leixlip**





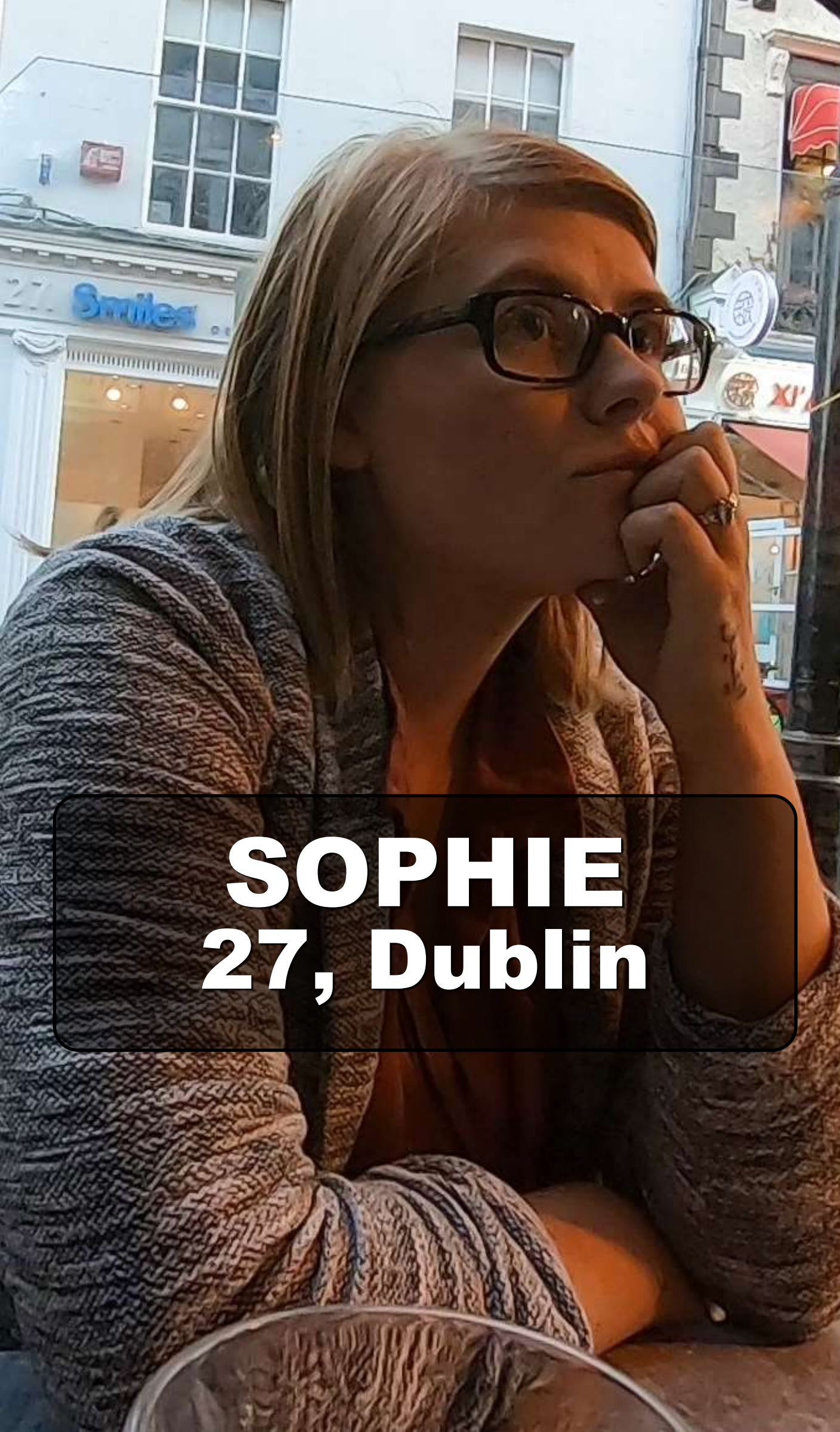




**SOPHIE**  
**27, Dublin**



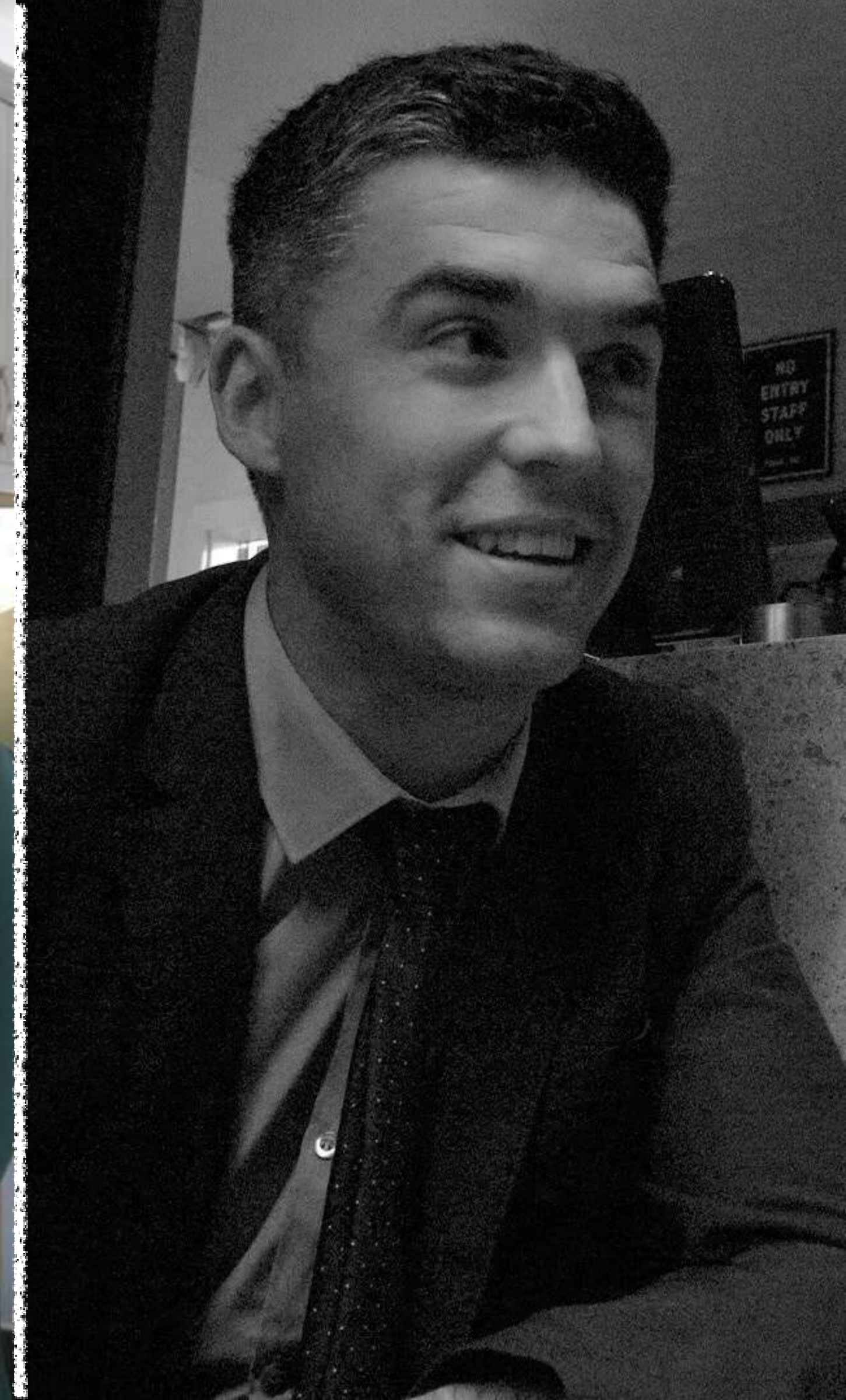




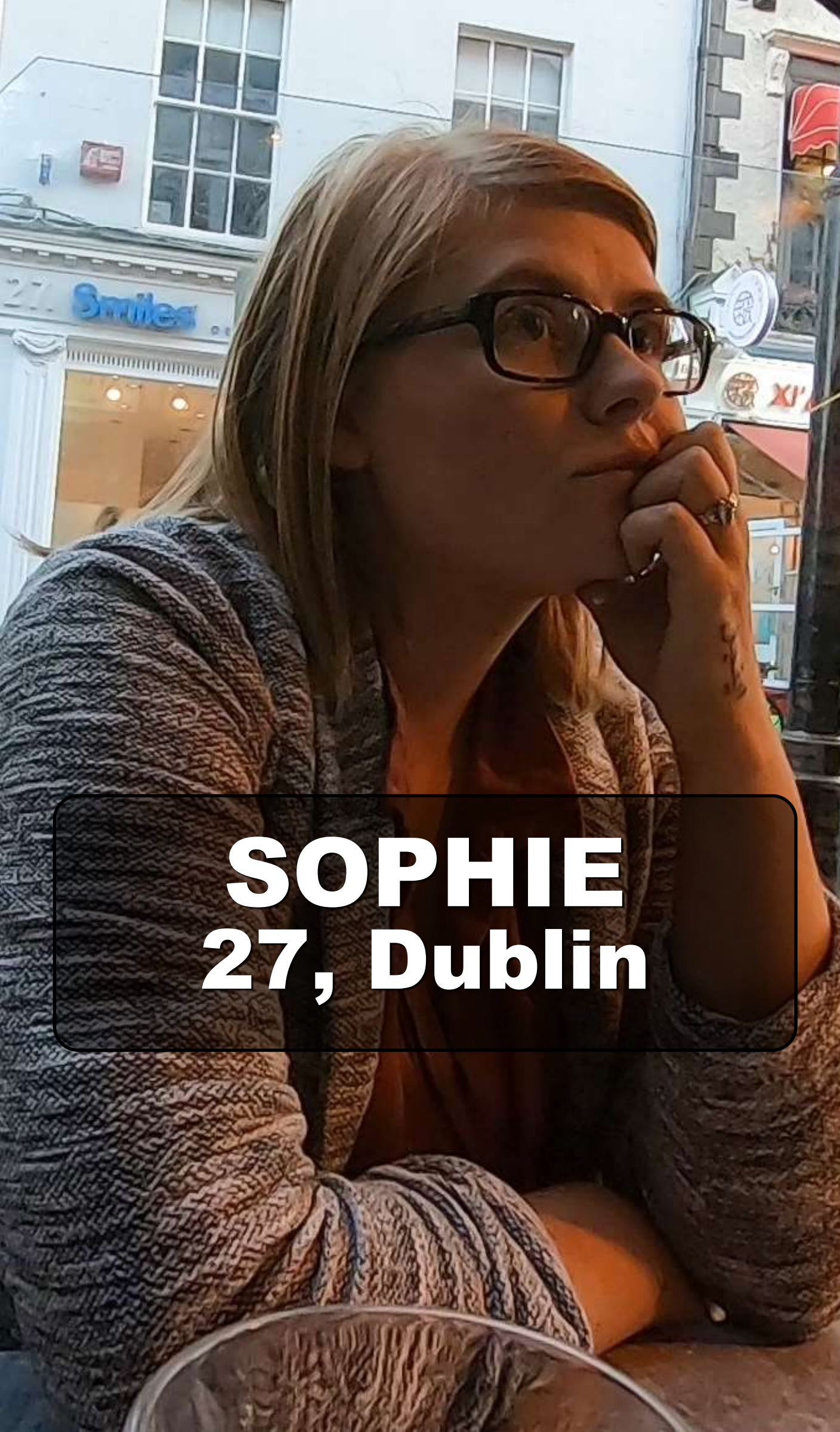
**SOPHIE**  
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**SORCHA**  
**31, Slane**







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**31, Slane**



**VINNY**  
**31, Naas**



# Assess the foodservice consumer journey





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**Identify the key consumer  
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**Uncover latent, unmet  
consumer needs**









**Unmet  
Consumer  
Need** **#1 Healthy Options**

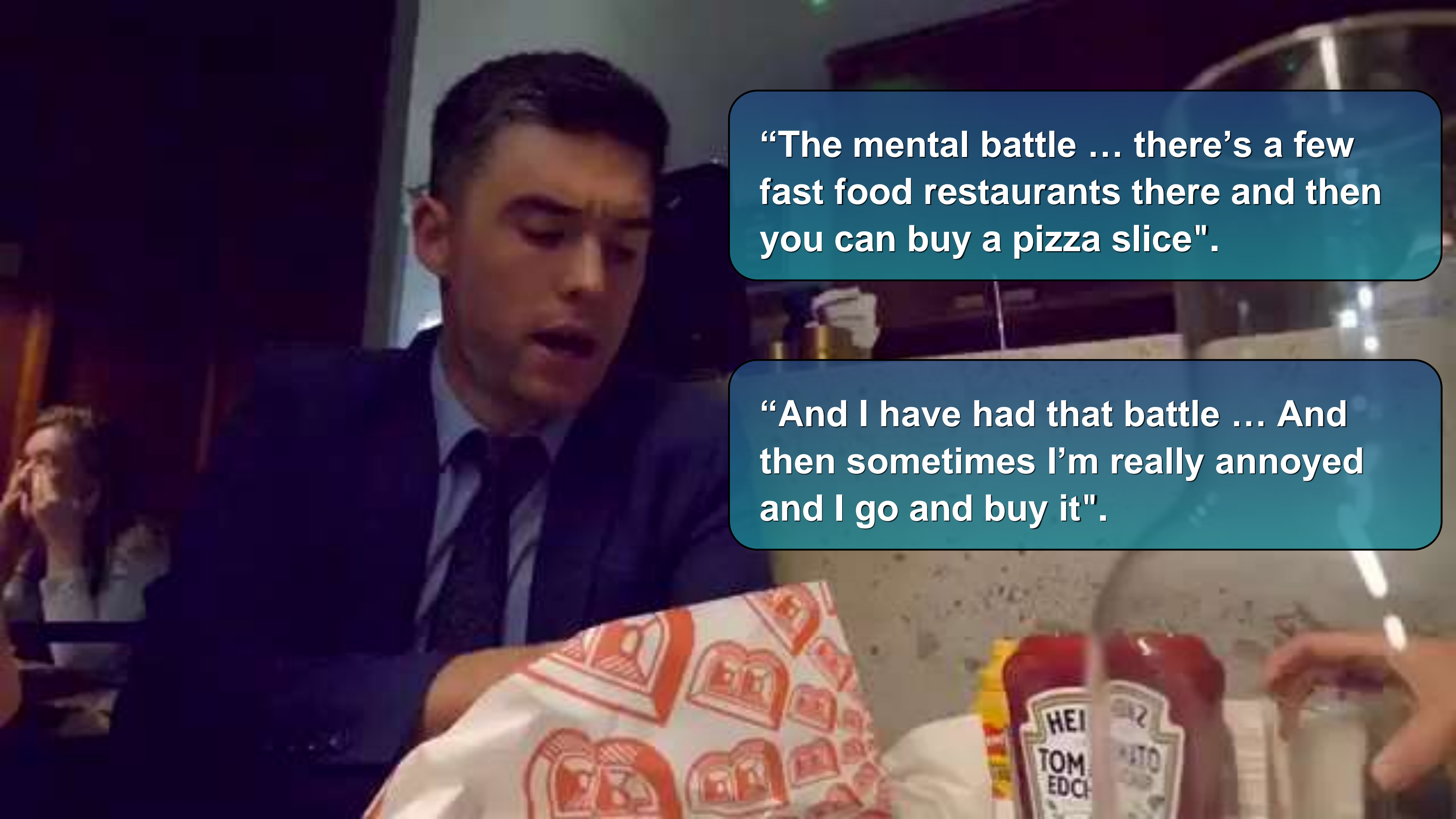




A man with short dark hair, wearing a dark blue suit, light blue shirt, and dark tie, is sitting at a counter. He has a surprised or excited expression, looking slightly to his right. In front of him is a white paper bag with a repeating red logo of a burger. To his right are condiment bottles, including a red bottle of Heinz Tomato Ketchup and a yellow bottle of mustard. The background shows a kitchen area with dark wooden cabinets and a sign that says "NO ENTRY STAFF ONLY".

**VINNY**  
**31, Naas**



A man in a dark suit and tie is looking down at a pizza box. The box is white with a repeating red and orange logo. In the background, there is a kitchen counter with various items, including a bottle of Heinz tomato sauce and a white cup. The scene is dimly lit, suggesting an indoor setting at night.

**“The mental battle ... there’s a few fast food restaurants there and then you can buy a pizza slice”.**

**“And I have had that battle ... And then sometimes I’m really annoyed and I go and buy it”.**



# Unmet Consumer Need #2 Customisation





A woman with short brown hair and glasses is seated at a table in a pub. She is wearing a yellow patterned top. In front of her are two glasses of beer. The background features a brick wall and a prominent spiral staircase with a metal railing. To the left, there is a doorway leading to another part of the pub with red tufted seating and green beer signs.

**EMER**  
**56, Leixlip**



A woman with short brown hair and glasses, wearing a yellow patterned top, sits at a dark table in a pub. In front of her are two glasses of beer. To her right is a wooden staircase. In the background, a doorway leads to another part of the pub with red leather seating and green Guinness signs. A blue text box with white text is overlaid on the right side of the image.

“If I could get healthy stuff eating out, I’d eat out ... but I like cooking my own food”.





Unmet  
Consumer  
Need

#3

Authentic global flavours





**SORCHA**  
31, Slane

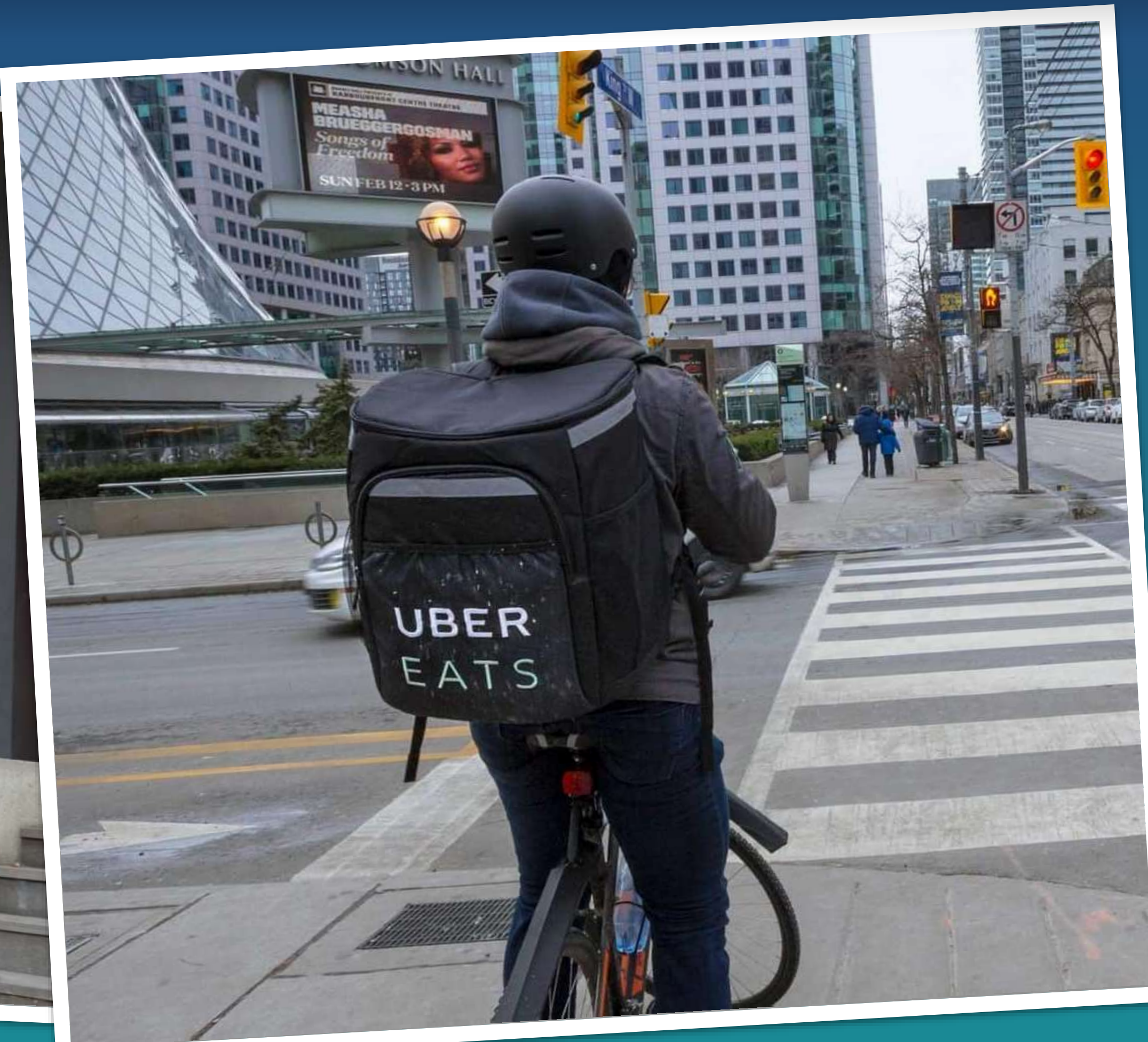


A woman with blonde hair tied back, wearing a yellow headband and a dark green button-down shirt, sits at a table. She has a thoughtful or slightly concerned expression. In front of her is a white mug, a glass bottle of water, and a plate of food including scrambled eggs, toast, and a boiled egg. The background features a large, colorful mural of a desert landscape with red rock formations. A blue semi-transparent box with white text is overlaid on the right side of the image.

**“I love Thai food ... if you want Chinese, Thai food ... you’d probably have to travel about 15km ... there’s no delivery service”.**



# Unmet Consumer Need #4 Delivery services





**BUKKY**  
**20, Dublin**





**“We waited for an hour for our food to come....you’d think it would be fast and speedy...and then, most of the time they can’t find our house”.**





Unmet  
Consumer  
Need

# #5 Goodwill





**DAMIEN**  
**48, Ashbourne**





**“He knows how to serve up a good dinner ... the food quality is brilliant. He knows how to look after people ... he gets to know the regulars. He’s brilliant. ...We just love that place”.**





Takeaway



1

**Keep the consumer  
front & centre**



2

**Contingency  
planning is key**



3

**Identify solutions  
for the labour crisis**



4

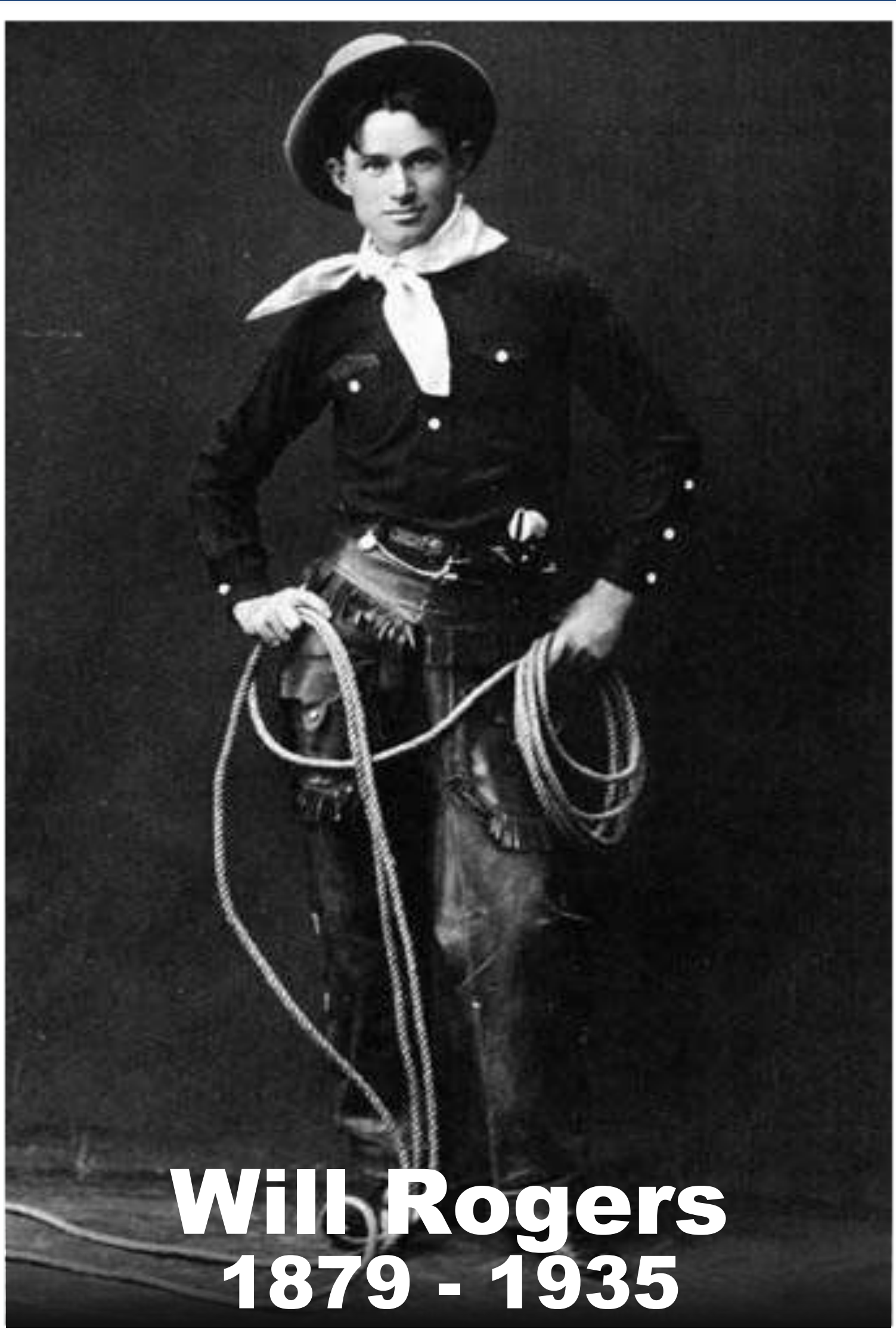
**Keep an eye out for  
major disruptors**



5

**Do not become  
complacent**





**Will Rogers**  
**1879 - 1935**

**Film actor, cowboy,  
humorist, columnist,  
social commentator**

**Travelled around the  
world 3 times**

**Made 71 films**

**Wrote over 4,000  
newspaper columns**



A photograph of a railway track receding into a dense, lush green forest. The tracks are made of metal rails and wooden sleepers, and they lead the eye towards a bright opening in the trees in the distance. The foliage is thick and vibrant green, creating a tunnel-like effect. The text is overlaid in the center of the image.

**Even if you're on the right track,  
you'll get run over if you just sit there.**