

# The Business of Food Service



**Joan O'Shaughnessy,  
Chairperson & Special Advisor**

# About Me...

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- 30 years experience in the Hotel & Catering industry
- Instrumental in key acquisitions across UK & Ire
- Key drivers are service excellence, food focus & industry trends
- President of Hospitality Trust Charity



# About ARAMARK Ireland...

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- Leading provider of Food Services in Ireland, 46% Market Share
- Serving 250,000 meals per day across 400 locations
- One of largest multinational employers, 4000 staff
- Lines of business include Healthcare, Education, Business & Industry & Government
- Part of Global ARAMARK Corporation, operating in 22 countries, 255,000 employees



# Some of our Activity...

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- Dedicated **Corporate Responsibility** programme
- Working with Healthcare sector on nutritional requirements
- **Culinary Experts** in Innovation & Trends
- Local Purchasing €60m per annum





# The Consumer 2013

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- Value for Money
- Openness & Transparency
- Informed
- Individual
- Time Starved
- Feel Good Comfort



# Building a relationship with your Customer/ Consumer

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- Purity
- Green / Sustainability
- Where It's From
- Health & Wellness
- Premium
- Age Matters





# How to Win & Maintain business

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- Customer Focus
- Keep ahead of trends
- Be pro active & Innovative
- Be a True Partner
- Give solutions to clients, not issues
- Build Trust & confidence – Integrity always
- Service Excellence

# Developing long term approach to delivering “solutions”

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*Emerging trends in the Food Services sector include:*

- Sustainability
- Fast Good
- GLOCAL
- Well-thy





# Key Ingredients...

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## *Key Ingredients & Trends include*

- Animal / Seafood
- Fruit & Veg
- Herbs & Spices
- Grains & Cereals



# Room for improvement...

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*How can you help?*

- Understand culture – not retail
- Products in suitable volume
- Budgets & Financial constraints
- Relationship building – proactive support
- Unique products



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**[www.aramark.ie](http://www.aramark.ie)**

***Delivering Experiences that Enrich & Nourish Lives***

