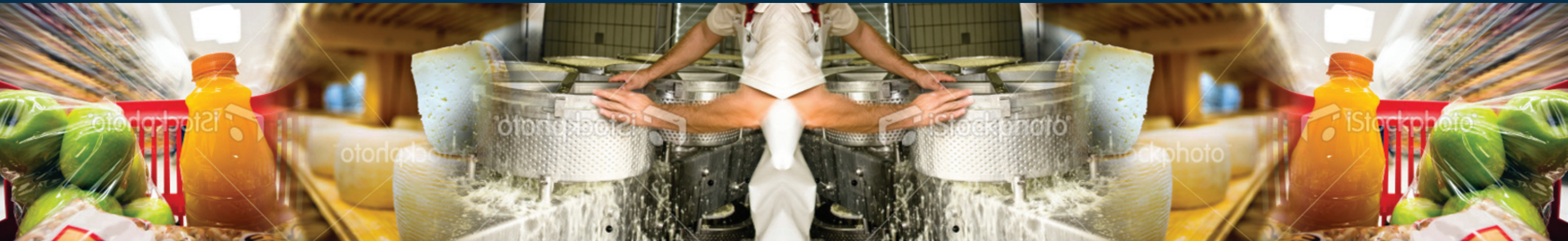


ADVANCED FOOD PROGRAMME 2010

PROGRAMME CONTACT DETAILS:



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2010 will see the South and West Cork Enterprise Board launch their forth Food Business Development programme called "Advanced Food". This programme is aimed at local SME food companies supplying branded food products to the retail & foodservice sectors in Ireland.

The Advanced Food programme is designed to help local SME Food companies, within the various Cork Enterprise Board jurisdictions, to improve upon their food business management expertise, and brand marketing activities, in order to fully identify and exploit new sales opportunities for their food business.

This is achieved through a combination of Food business workshops and ongoing one to one mentoring,,as well as various market research tours and trade fair participations.

The programme provides food companies with a platform to develop their food business management skills and brand marketing skills in a practical, self-learning, cost effective manner, in the company of peers and food industry experts.

FOOD PROGRAMME

MENTORING (One to One) x 5 :

One to One business mentoring throughout 2010 with a consultant who will actively assist each company to solve their particular issues and develop their brand sales & marketing skills.

WORKSHOPS (Food Business) x 6 :

Focusing on the skills required to improve your food business performance and sales: Business Planning & Strategy, Marketing skills, Branding, Food Packaging design & Presentation, Market research, Identifying Customer & Market Opportunities, Unique selling point Identification, New product development, Completing a Marketing Plan, Understanding the buyers needs, Financial control systems, HR, Quality control systems, Buyer Presentation skills, Sales & Distribution development. There will be an expert speaker from a number of consultancies, to cover the various topics, at each workshop.

The half day workshops will run from 9am to 1pm every six weeks and will take place at Innishannon house hotel, County Cork. Each participant company must commit to sending at least one staff member to each of the six workshops.

RETAILER TOUR (Dublin) x 1 :

Over a one day guided tour you will visit key speciality food retail outlets in Dublin. The objective of this tour is to meet potential future retail buyers first hand to investigate their product requirements, how they merchandise and display, what margins, promotional support, and packaging presentation they expect from suppliers, you will also see first hand the market trends referred to at the various workshops.

TRADE FAIRS (UK) x 2 :

Flights and a guided tour of two key international food industry trade fairs in 2010.

UK Food & Drink Expo 2010 :

NEC Birmingham, UK. 21st-24th March 2010. In 2010 Food & Drink Expo will be the largest UK food and drink trade exhibition bringing together all sectors of the food and drink market - retail, foodservice, wholesale and manufacturing. It's the perfect event for buyers and suppliers to negotiate face to face over 4 days and develop long term relationships.

Food & Drink Expo benefits from being co-located with four other leading trade shows - Foodex, Baking Industry Exhibition, Convenience Retailing Show and International Forecourt and Fuel Equipment Show. www.foodanddrinkexpo.co.uk

UK Speciality & Fine Foods Fair 2010 :

London, UK. 5th - 7th Sept 2010.

An essential event for food companies, delicatessen owners, retailers, wholesalers and distributors, the UK Speciality & Fine Food Fair is dedicated to delivering the very best the fine food and drink industry has to offer. The UK Speciality & Fine Food Fair is quite simply an essential date in the diary for those looking to source the best ingredients whilst finding out what is new in the world of food! The Speciality and Fine Food Fairs offer unique opportunities for suppliers of high quality food and drink to meet the UK's leading independent retailers, food halls, delicatessens and restaurants. www.specialityandfinefoodfairs.co.uk

SHOP EXHIBITION Trade Show x 1 :

As part of the programme each participant food company has the opportunity to avail of a 9m2 exhibition stand at the SHOP Ireland EXPO, in DUBLIN, in Sept 2010.

SHOP is an exciting food exhibition that represents the merger of the IFEX and Forecourt shows. SHOP provides a forum for food manufacturers and retail chains to meet, generate new business and of course, nurture existing relationships. This show is suitable for any food brand who wishes to start selling or wishes to expand their sales through Irish retail outlets and chains. It is a perfect opportunity to firm up on existing relationships, to make valuable new contacts and to showcase your brand to all of the major buyers in Ireland. www.shopexhibition.com

MARKETING GRANT:

A marketing support grant is provided as part of the programme structure. A grant is provided up to a maximum of €1,000 or 50% of the costs towards eligible Marketing expenditure throughout the food programme in 2010.

E-Mail and Tel Support: throughout the duration of the programme in 2010.

“The advanced food programme was invaluable in boosting our companies marketing skills and brand development know how. It helped us in the area of product development, packaging design and key account listings. Our brand is in a much stronger position as a result of the programme.”

Anne Bradfield, MD, **Taste a Memory Foods**

PAST PARTICIPANTS:

Since its launch in 2007 over 24 local Cork food companies have benefited from participation in this innovative food business development programme:

Follain www.follain.ie

Katies Cakes & Biscuits www.katies.ie

Taste A Memory Pies & Meals www.tasteamemory.ie

In For Lunch Sandwiches www.inforlunch.ie

Just Food Organic foods www.twomeymeats.ie

Delicious Gluten Free Bakery www.delicious.ie

Michael Twomey Butchers www.twomeymeats.ie

Bordello Bread Co.

Caltrim Bakery www.calatrimbakery.ie

Forever free Gluten Free Meals www.foreverfreemeals.ie

Skeaghanore West Cork Duck www.skeaghnoireduck.ie

Baking Emporium www.bakingemporiumltd.com

Ardsallagh Goats Cheese www.ardsallaghgoats.ie

Tom's Bakery www.tomsbakery.ie

Posh Nosh Gourmet foods www.poshnosh.ie

Dee's Vegetarian Burgers www.dees.ie

Mella's West Cork Fudge www.mellasfudge.com

Cookies Of Character www.regale.ie

Brehany's Relish www.brehennysrelish.ie

Finders Gourmet Foods www.findersfoods.ie

On The Pigs Back Foods www.onthepigsback.ie

Cupcakes by Kate www.cupcakesbykatie.ie

Healthy You Oriental Salads www.healthyyou.ie

Farm Fresh Salads www.farmfreshsalads.ie

“As a direct result of the programme we were able to clearly identify, consumer driven, new product development opportunities that have since been successfully launched into all multiple outlets in Ireland. The programme allowed us to access the services of a food marketing professional without incurring the associated fixed costs of a full time marketing manager.”

Peadar O'Lionaird, MD **Follain.**

“The Advanced Food programme helped us with all aspects of our business launch, from brand identity design to packaging sourcing to product range identification. I would highly recommend this programme to anyone who is serious about growing a branded food business.”

Denise O'Callaghan, MD **Delicious Gourmet Foods.**

“The programme really helped our company in the areas of finance, branding, packaging, and new product development. As well as providing support for trade fair visits and participation. It is a very cost effective way for small food companies to access a higher level of marketing expertise, than could normally be justified.”

Jim Kelsey, **In For Lunch**

COST: DUE TO THE HIGH COST OF THIS PROGRAMME, A FEE OF €900 PER COMPANY APPLIES.