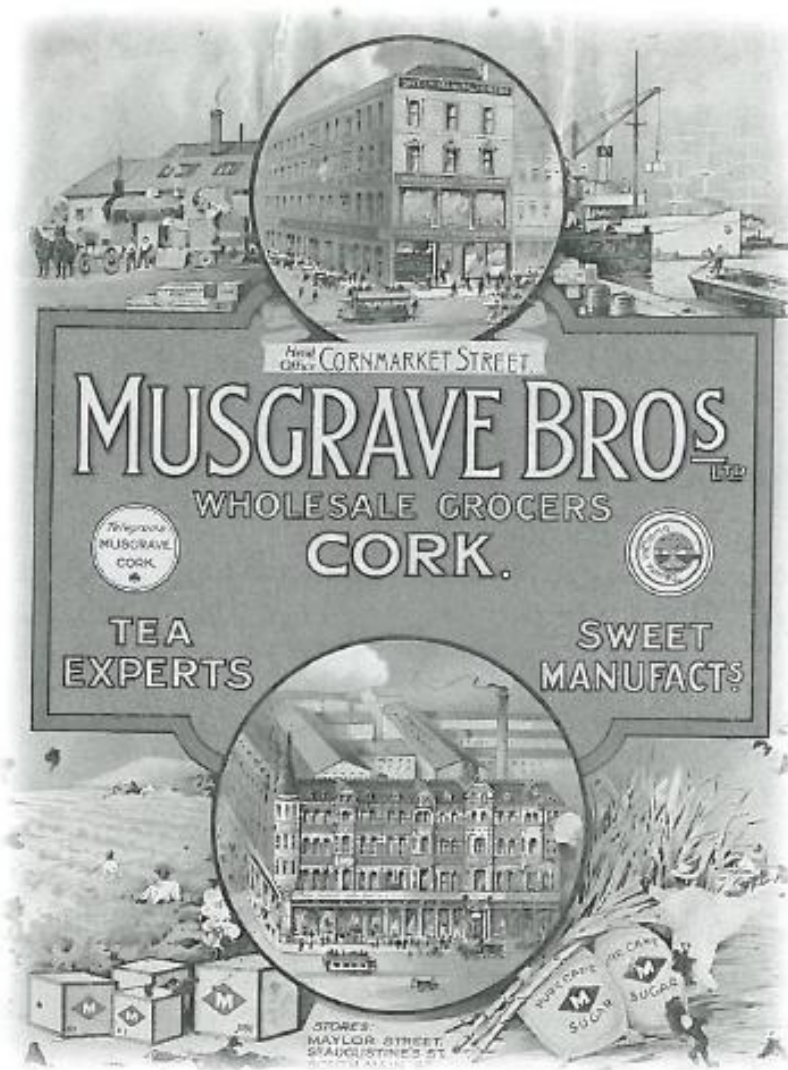


# Food Academy: Opportunity for small businesses

Kenneth O' Connor  
SuperValu

# Musgrave history



*Interior of Cornmarket Street wholesale warehouse*



*Musgrave Tea vans*



# Food leadership agenda

Inspiring meal solutions



Helping consumers find health



**True local**



# Local multiplier effect



*For every €1 spent at  
a local business...*

*45 cents is re-invested locally*



*For every €1 spent at  
a corporate chain...*

*Only 15 cents is re-invested locally*



# What do consumers want?

---



# True local



# Food Academy



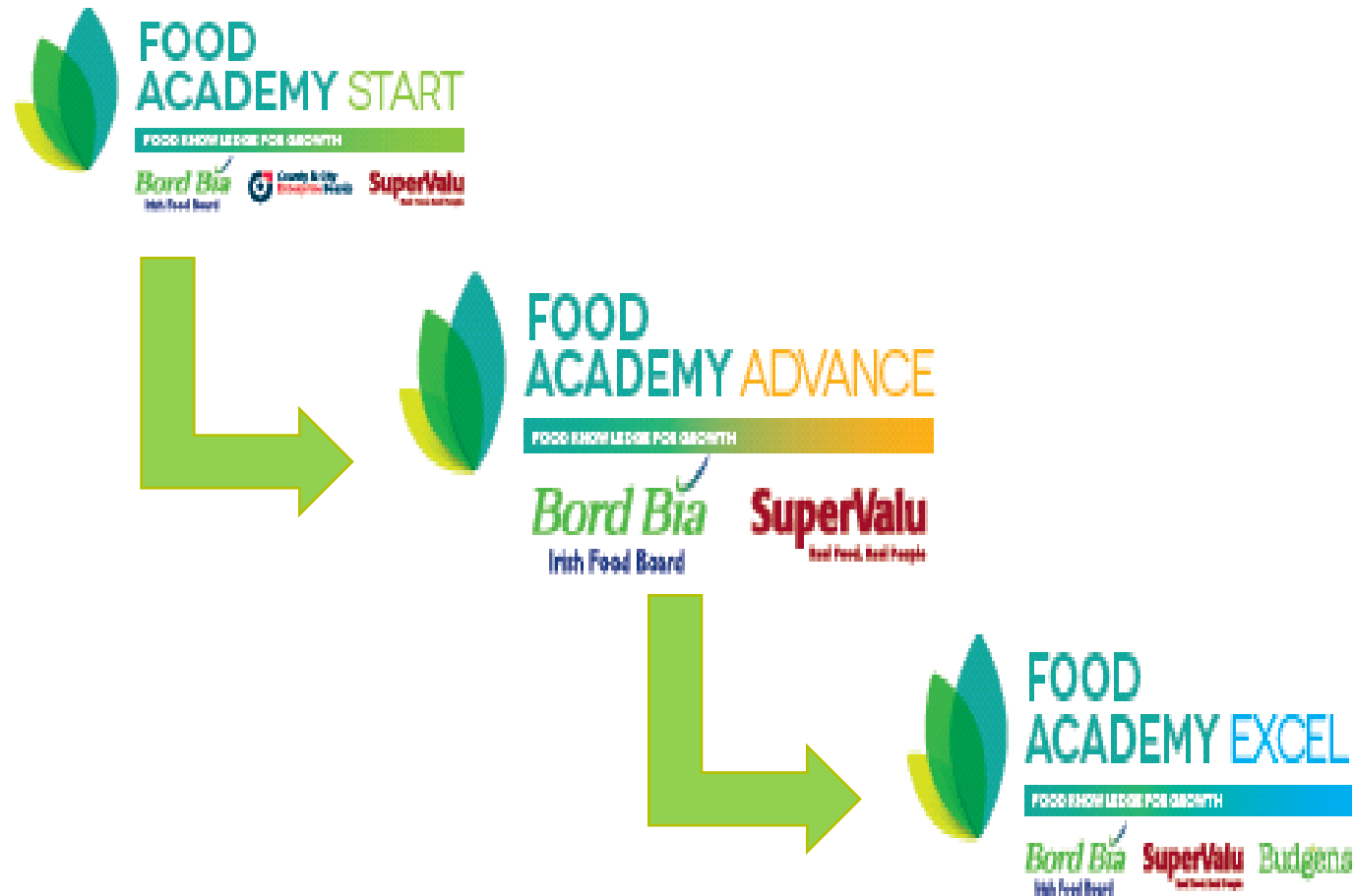
# FOOD ACADEMY

FOOD KNOWLEDGE FOR GROWTH





# Food Academy Framework



# Food Academy Start



Register with local CEB



3 Workshops



Meet the SuperValu  
Retailer

# Signature Taste



# Working together

