



CORK & KERRY



FOOD

- FORUM -

30 JUNE 2014



Oifig Fiontair Áitiúil  
Local Enterprise Office



Cork  
County Council  
Comhairle Contae Chorcaí



Comhairle Cathrach Chorcaí  
Cork City Council



European Union  
European Regional Development Fund

Bord Bia  
Irish Food Board

SuperValu  
Real Food, Real People

# Welcome to the 2014 Cork & Kerry Food Forum event.



We are delighted to present our 2014 event to promote Cork and Kerry artisan food producers, this is the 5th food forum event by a partnership including the Local Enterprise Offices, Cork & Kerry; Cork County Council; Cork City Council; Kerry County Council; Bord Bia and leading Irish retailer SuperValu.

8.30am-10.30am	<b>Trade Event in The Concert Hall.</b> Strictly Trade Buyers. Open to SuperValu store owners and managers, Independent Retailers and Foodservices.
10.30am-12.15pm	<b>Conference in the Millennium Hall: 'The Importance of Supporting Local Producers and Local Jobs'</b>
10.30-10.35am	Joe Burke, Local Enterprise Office South Cork - <b>Welcome and Introduction.</b>
10.35-10.55am	Simon Coveney, T.D. Minister for Agriculture, Marine and Food - <b>The Importance of the Irish Food Sector.</b>
10.55-11.15am	Aidan Cotter, CEO, Bord Bia - <b>Ireland, A Changing Marketplace.</b>
11.15-11.35am	Martin Kelleher, Managing Director, SuperValu. - <b>SuperValu Supporting Local.</b>
11.35-11.55am	Eamon Howell, Trading Director, SuperValu - <b>SuperValu Supplier Partnerships</b>
11.55-12.15pm	Questions & Answers
12.30pm-3.30pm	<b>Open Event - The Largest Artisan Food Market, held in the Concert Hall</b>
1.35pm, 2.15pm & 3.05pm	<b>SuperValu Brand Ambassador, Celebrity Chef Kevin Dundon</b> , will host three cookery demonstrations featuring some of the produce from food producers at the event.
1.10pm, 2.00pm & 2.40pm	<b>Kiddies Activities: Patricia O'Flaherty from "A Touch of Magic"</b> will provide some fun kiddies decorating cakes activities.



# SRL Sensory Food Experience Awards

Sensory Research Ltd, based at UCC, Cork will launch the inaugural SRL Sensory Food Experience Awards. The awards celebrate the kind of foods we all love to eat: interesting, authentic, great quality and value, and above all delicious. In its first year, SRL will award this honor to producers who push the boundaries in the sensory experience.

As well as an overall Sensory Experience Award, certificates will be given to winners in 3 categories: Frozen, Chilled and Ambient.

This award will assure consumers that they have found something exceptionally delicious that also delivers great quality and value, an overall 'Excellent Food Sensory Experience'.

**Sensory Research Ltd**, specialises in product understanding through the application of sensory and consumer research, providing industry with business and technical solutions for confident decision-making. The SRL's judges have many years' experience in food tasting and have gained a vast store of knowledge assessing food products for both national and international clients.

The SRL judges will apply this sensory experience and knowledge in judging the sensory quality of the products.

A team of 5 judges will examine each product on the following criteria; Overall product concept, Appearance, Aroma, Texture, Flavour & Overall eating experience.

The sensory food experience is not just about the sense of taste and smell, as all five senses, sight, sound, smell, taste and touch are important.

For these awards we don't taste the products blind because, as well as assessing the smell and taste of the products, we are also very interested in the overall product concept and presentation.

These are important in connecting the product with the consumer and elucidating an emotional response in line with consumer expectations.

## Awards:

- Three category awards for: **Frozen, Chilled and Ambient.**
- A certificate of food excellence will be awarded for each category winner. In addition an overall prize will be given, which will consist of a trophy etched with **Cork Kerry Food Forum Food Sensory Experience Award 2014, sponsored by SRL (Sensory Research Ltd.) and a bursary award of €500 SRL consultancy.**



  
Excellence in Research

# Directory

Stand Colour Codes: **CONCEPT** STAND 01-09 **AMBIENT** STAND 10-33 **CHILLED** STAND 34-57 **FROZEN** STAND 62-68

Type	Stall Number	Company
Concept	1	Healthy You Salads
Concept	2	KilLarney Toffee
Concept	3	Hulberts Fine Foods
Concept	4	IASC Seafood
Concept	5	Kefare Foods
Concept	6	Joe's FarM Vegetable Crisps
Govt	7	Bord Bia
Govt	8	Discover Ireland
Govt	9	CIT
Ambient	10	Cookies of Character
Ambient	11	O' Donnell's Bakery Granola
Ambient	12	Ballyhoura Apple Juice
Ambient	13	Blúiríní Blasta Teo - Little Dingle Food Co
Ambient	14	A Taste of Irish Spirit
Ambient	15	Rebelicious Gluten Free Cereals
Ambient	16	Baking Emporium
Ambient	17	Wellness Baking and Tokaji Wine
Ambient	18	Irish Larder Company
Ambient	19	Cloudberry Bakery
Ambient	20	Simplee Salt
Ambient	21	Harty's Chilli Jams
Ambient	22	Irish Atlantic Seasalt
Ambient	24	Clinton Desserts
Ambient	25	Heavens Cakes
Ambient	26	Chocolettes
Ambient	34	Ballymaloe Country Relish
Ambient	28	David's Chocolate
Ambient	29	Mella's Fudge
Ambient	30	O'Connell Chocolates
Ambient	31	MILSEAN Chocolates
Ambient	32	Dovinia Chocolates
Ambient	33	Irish Bio Salt
Chilled	34	Durrus Cheese

Type	Stall Number	Company
Chilled	35	Ardsallagh Goats Cheese
Chilled	36	Mediterran Flavours
Chilled	37	On The Pigs Back
Chilled	38	Taste A Memory Foods
Chilled	39	Union Hall Smoked Seafood
Chilled	40	West Cork Handmade Pies
Chilled	41	Oncle Bob's Noodle Pots
Chilled	42	McCarthy's Of Kanturk
Chilled	43	De Roiste Puddings
Chilled	44	Sasta Sausages & Puddings
Chilled	45	R & S Fine Foods
Chilled	46	Ummera Smokehouse
Chilled	47	Yawl Bay Seafoods
Chilled	48	Kush Seafarms
Chilled	49	Carrigaline Farmhouse Cheese
Chilled	50	Toirtini
Chilled	51	Wicked Desserts
Chilled	52	Clotilde's Compôte
Chilled	53	McCarthy's Natural Dairy
Chilled	54	In for Lunch
Chilled	55	Martina's Delicious Meals
Chilled	56	Finders Foods
Chilled	57	Just Food Organic
Govt	58	UCC
Frozen	59	The Farmers Table
Frozen	60	Beara Seafoods
Frozen	61	Bitesize
Frozen	62	Brendan's Burritos
Frozen	63	Fastnet Catch
Frozen	64	Kinsale Gourmet Seafood Meals
Govt	STAGE	Local Enterprise Offices - Cork & Kerry
Govt	STAGE	Cork & Kerry County Council / Cork City Council
Govt	STAGE	Teagasc

# Map

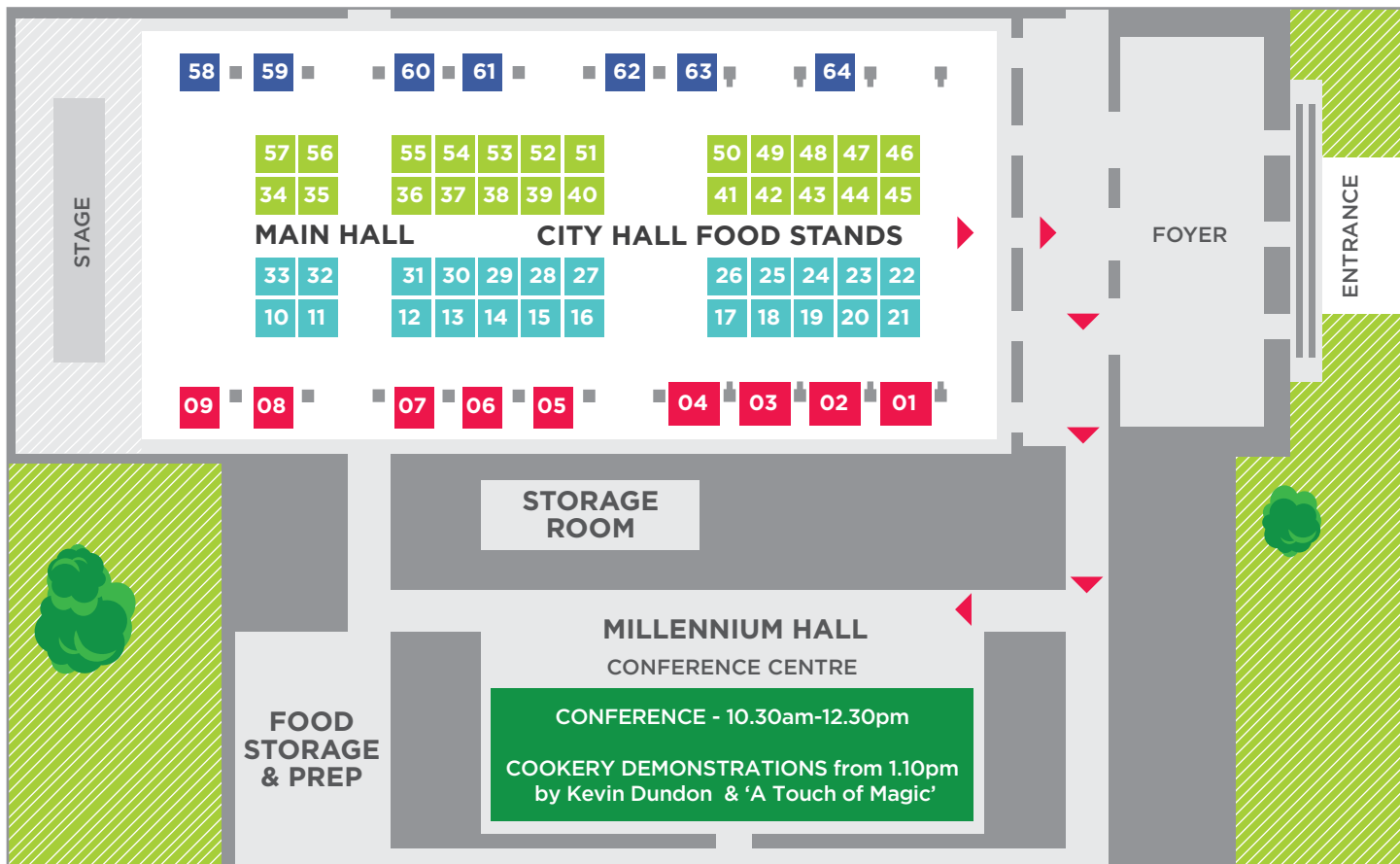
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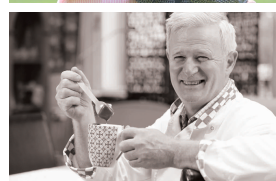
# The Food Academy Start Programme

The Local Enterprise Offices (LEOs), Bord Bia and SuperValu understand the importance of supporting artisan food producers within communities throughout Ireland. Across SuperValu's network of 223 stores, a large range of locally produced Irish products are stocked. The LEO's, Bord Bia and SuperValu actively assist the business development of artisan food producers and the Cork & Kerry Food Forum has given them the opportunity to showcase their products. In 2013, SuperValu, Bord Bia and the LEOs created the "Food Academy Start" Programme.

The Food Academy Start programme works with and nurtures artisan food producers through their journey from start up to obtaining their first retail listing with SuperValu. 'Food Academy' is currently working with over 200 producers throughout the country. The programme consists of intensive training, workshops and mentoring given by experienced food marketing consultants. As part of the programme, there is an opportunity for producers to pitch their products to local SuperValu representatives, obtain their feedback and secure a three month trial in their local SuperValu store.

In addition, the LEOs can assist food producers with capital, salary and marketing investment and Bord Bia can provide marketing grant, market information and export opportunities.

The following food companies participated in the new Food Academy Start Programme 2014 and were successful in going to trial with SuperValu. They are exhibiting at the event today, so take the opportunity to meet with them.



  
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# Food companies successful in going to trial with SuperValu

FOOD COMPANY	NAME	PRODUCT
Fastnet Catch	John Kearney	Gluten Free Breaded Fish Fillets
West Cork Pies	Paul Phillips	Savoury Meat Pies
A Taste of Irish Spirit	Betty Smith	Poitin Marmalade
Dauids Chocolate	David Shorten	Handmade Chocolate
De Roiste Puddings	Jimmy Allen	Traditional Black & White Breakfast Puddings
Bitesize	Jason Colbert	Sweet & Savoury Canapés
Kinsale Gourmet	Owen O'Brien	Seafood Ready Meals
Martina's Delicious	Derry Horgan	Seafood Ready Meals
Clotilde Compôte	Clotilde Fitzgibbon	100% Fruit Compotes
The Farmers Table	Michael O'Riordan	Potato Skins
Brendan's Burritos	Michael Currane	Mexican Burritos
O'Donnells Bakery	Josie O'Donnell	Oven Roasted Muesli & Granola
Irish BioSalt	John Thornton	Low Sodium Seasalt with Seaweed
Cloudberry Bakery	Sam Harrison	Chocolate & Caramel Sauces



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