

## Dublin Food Chain: Food On The Move

*Tuesday 7<sup>th</sup> October 2014 · 18.00-20.00hrs*  
*(pre-event afternoon workshop from 16.15-17.00hrs)*  
*The Radisson Blu Hotel · Dublin Airport*

### Schedule:

*16.15 – 17.00hrs	Big Brother/Little Brother (or Sister)
17.30 – 18.00hrs	Registration and refreshments
18.00 – 18.30hrs	Networking and Producer Showcase
18.30 – 20.00hrs	Seminar: <ul style="list-style-type: none"> <li>• <i>Derek Murphy, Topaz</i></li> <li>• <i>Aoife Green and Eddie Wilson, Ryanair</i></li> <li>• <i>Sharon Yourell Lawlor, Britvic</i></li> <li>• <i>Jason Doyle, Bewley's</i></li> </ul>
20.00 – 20.30hrs	Networking and Producer Showcase

*\*To attend the afternoon workshop contact The Dublin Food Chain directly once you have registered for the evening event.*

### Parking:

Overflow car parking is available for guests attending the Dublin Food Chain event. If the car park is full on arrival you will be guided to the adjacent overflow car park. Discounted car parking charges for delegates applies in both car parks.

### About This Event:

#### \*Big Brother/Little Brother (or Sister)

As internationally successful producers in the Fingal region, Country Crest and Keeling's are offering their expertise on how to succeed within the food sector at this innovative breakout masterclass session. Both companies have been highly successful in the retail and foodservice sectors and are offering their expertise to any small and medium producers on advice and tips. A range of topics will be discussed including route to market, branding and succeeding in the food sector.

#### Networking and Producer Showcase

The trade buyers and stakeholders from the retail and foodservice sector can network with each other and taste food from some of Dublin's newest producers.

The showcase will continue from 20.00-20.30hrs after the seminar concludes

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## Seminar Programme

The Dublin Food Chain's expert panel of speakers will deliver their insights into "food on the move".

### ***Product innovation for dashboard dining***

**Derek Murphy, Topaz**

Derek will present an overview on how the forecourt and convenience sectors performed in food through recession and how customers have changed how they interact with the sector. The presentation focuses on the type of consumer Topaz forecourts cater for today and what type of product they are looking for. It also looks to the future and what new customer types are emerging which the forecourt sector need to cater to.

### ***How to feed 86 million people***

**Aoife Green and Eddie Wilson, Ryanair**

Ryanair is the largest Airline in Europe carrying 86 million passengers this year! Hear how they cater for their needs. Aoife Greene and Eddie Wilson from Ryanair will overview the Ryanair food offer and the patterns they are experiencing with consumers while travelling.

### ***Understanding the Irish consumer "on the go"***

**Sharon Yourell Lawlor, Britvic**

Sharon Yourell Lawlor will provide key insights into Irish consumer lifestyles "on the go" and the part that food and beverages have to play. This will be the first time that this recently conducted research will be shared in public.

### ***Coffee consumption within the food channel***

**Jason Doyle, Bewley's**

Coffee consumption continues to grow with Irish consumers becoming more and more sophisticated in their tastes. Foodservice operators have never been as challenged to provide high quality coffee experiences to their customers! Jason will give an overview around the trends and patterns they are experiencing.

***Once the seminar ends the Networking and Producer Showcase will resume.***

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