

CORK & KERRY FOOD FESTIVAL



CORK CITY HALL



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Food Market Summary.....

The **CORK & KERRY FOOD MARKET** is running again on **Sat the 2nd** and **Sun the 3rd** of **November 2024** in the Cork City Hall. <https://corkandkerryfoodmarket.com/>

The Cork and Kerry Food Market is one of Irelands largest indoor food Market events, running since 2014.

Giving visitors a unique opportunity to meet over 80 artisan food producers, while exploring, tasting, and learning all about Irelands flourishing food culture, creativity and innovation.

This annual indoor FOOD FESTIVAL features more than 80 local artisan food and drink producers and a daily line up of cookery demonstrations and 'talks' from some of Irelands top chefs and food influencers from **9am to 6pm** each day.

Attendance is once again expected to be over **15,000** consumers over the two days.

FURTHER INFORMATION:

You can also see more information about this event on the FOOD MARKET social media handles and web site below:-

INSTAGRAM: @ corkkerryfoodmarket

TWITTER: @ CorkKerryFood

FACEBOOK: @ Cork and Kerry Food Market

WEB SITE: <https://corkandkerryfoodmarket.com/>

KEY EVENT STATISTICS:

- **>15,000** Consumer attendees over two days
- **80+** Local Artisan Food & Drink companies
- **17+** Cookery Demonstrations - By both Local & National chefs (6 each Day – Sat & Sun)
- **24+** Food Talks - Interactive talks with “Meet the Maker” on stage

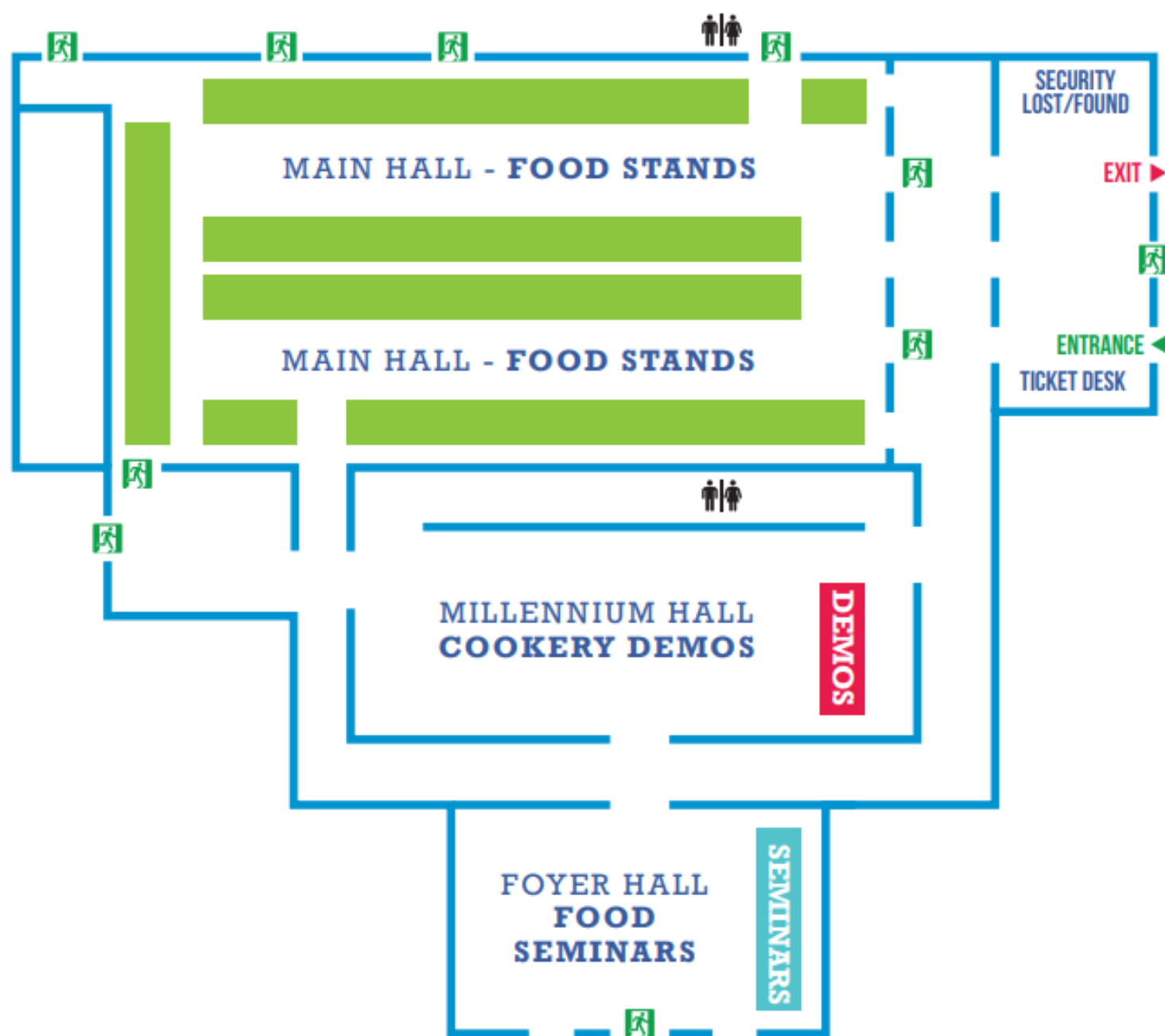
MARKETING CAMPAIGN:-

- **20+** Press articles & Advertisements / **40+** Radio Ads / **100+** Road poster signs
- **Radio Advertising** campaign.....on 96FM & 103FM
- **Press Advertising** campaign.....on Examiner, Echo, & local press publications.
- **Digital Marketing campaign**....On all social media platforms...thousands of ‘likes’ and reposts on Instagram / X / Facebook
- **PR Campaign** – Across all media channels.
- **Leaflet Drop** – Thousands of leaflets distributed around Cork city & county before show.
- **Media Partners:** 96FM / 103FM & Examiner Newspaper – Competitions and Hamper giveaways!

ECONOMIC BENEFITS:-

- **160** Local Food jobs maintained and supported.
- **560 Local jobs** in the Cork region are supported annually by the Food Market event. (See **Multiplier Effect** / Local Premium effect explained below)
- **>€200,000+** in food trader sales generated at the event for the **LOCAL food economy in CORK.**





GREAT FAMILY DAY OUT | OVER 70 STALLS | COOKERY DEMOS | FOOD SEMINARS





2024

17 COOKERY DEMO'S – Some of Ireland top chefs!

Saturday 2 Nov				Sunday 3 Nov			
10:45	Cassie Dolinski	Virago	Tapas	10:00	Brian Walsh	<u>The Cookie Co-Op</u>	Kids Cookies
11:30	Chad Byrne	<u>Brehon Hotel</u>	A Taste of Kerry	10:45	Meadhbh Halton	<u>Meb's</u>	Big Veg Energy
12:15	Jerome Williamson	<u>Eco Fish</u>	Seafood	11:30	Kevin Aherne	<u>Sage</u>	
13:00	Kevin Aherne	<u>Sage</u>		12:15	Orla McAndrew		
13:45	Matthew Brownie	<u>Skibbereen Food Co.</u>	A Taste of West Cork	13:00	Coleman Power	<u>Organic Fitness</u>	With Glenbrook Farm Produce
14:30	Max Bagaglini	<u>Convivium Italian</u>	A Taste of Italy	13:45	Matthew Brownie	<u>Skibbereen Food Co.</u>	A Taste of West Cork
15:15	Athula KuruppuAchchige	<u>Athula's Foods</u>	Fusion Cuisine	14:30	Frank Keane	<u>Koko Kinsale</u>	
16:00	Victor Franca	<u>Nua Asador</u>		15:15	Athula KuruppuAchchige	<u>Athula's Foods</u>	Fusion Cuisine
				16:00	Chris Braganza	<u>Spice Genie</u>	



COOKERY DEMO'S – Some of Ireland top chefs!



A TASTE OF EAST CORK

with
Kevin Aherne
Sage Restaurant

SATURDAY 2-3PM

CORK&KERRY
FOOD
- MARKET -

COOKERY DEMO

Kevin Aherne

Sage Restaurant

Cookery Demo: A Taste of East Cork

Kevin Aherne, one of Cork's and Ireland's best-known chefs, launched the acclaimed Sage restaurant in Midleton in 2008.

Sage embarked on a journey of continuous evolution, passionately rooted in sourcing outstanding local ingredients, and creating sensational culinary experiences.

In 2020, the restaurant, which is listed in the Michelin Guide, began a vibrant new chapter introducing an enticing casual dining experience and a range of chef-developed dine-at-home meals, bringing restaurant quality dishes to your table.

@Sage_2.0_

SPEAKER'S STORY

CORK&KERRY
FOOD
- MARKET -



A TASTE OF MALAYSIA

with
Athula Kuruppuachchige
ATHULA FUSION FOODS

SATURDAY 11AM-12PM
SUNDAY 11AM-12PM

CORK&KERRY
FOOD
- MARKET -

COOKERY DEMO

Athula Kuruppuachchige

ATHULA FUSION FOODS

Cookery Demo: Fragrant Curry

Inspired by Shri Lankan spices, Athula brings his creative fusion cuisine to the Cork and Kerry Food Market 2023.

Discover a captivating world of spices, flavours that ignite your inspiration!

Founder of Athula Fusion Foods
Sample the range of high-quality sauces infused with Shri Lankan spices.

Athula has over three decades of culinary experience, including at the famous Ramada Renaissance in Shri Lanka and Cork's luxurious Hayfield Manor.

@athulafusionfood

CORK&KERRY
FOOD
- MARKET -

SPEAKER'S STORY










Sat 2 Nov			
10:30	Rosie Fuller		Reducing Food Waste
11:00	Hanna Bäckmo		Bees & Honey
11:30	Daniel Murphy		Nutrition
12:00	Colman Power		Organic Foods, Gut Health & Weight Loss
12:30	Cathy Fitzgibbon		A Taste of West Cork
13:00	Ger Flanagan		Brewing the Perfect Coffee
13:30	Niamh Hegarty		Kombucha
14:00	John Power		All about Irish Whiskey
14:30	Anna Snook O'Carroll		Valentia Island Vermouth
15:00	Barry Walsh		Cocktails
15:30	Andy Ferreira Cask & Paladar	 	Cocktails
16:00	Monica Valdes		Food Business

24 FOOD TALKS



Sun 3 Nov			
10:30	Ivo Duarte		Fermented Foods
11:00	Tony Speight West Cork Coffee		Coffee Brewing Workshop
11:30	Fiona O'Donnell		Nutrition
12:00	Hanna Bäckmo		Bees & Honey
13:00	Robert Barrett		Cocktails
13:30	Cathy Fitzgibbon		Mindful Eating
14:00	Denis Dempsey		Cocktails
14:30	John Kenny Teagasc		Sustainable Food
15:00	Alan Kelly		Sustainability
15:30	Felix Castaldo Tongue Tied		Hot Sauces
16:00	Claire O'Brien		Gut Health and Nutrition
16:30	Meabh Mooney		Tofu



FOOD TALKS – Some of Ireland top food influencers!



MINDFUL EATING

with

Cathy Fitzgibbon

aka 'The Culinary Celt'

SATURDAY 1-2PM | SUNDAY 2-3PM

FOOD SEMINAR

CORK&KERRY
FOOD
- MARKET -

Cathy Fitzgibbon

aka 'The Culinary Celt'

Cork Food writer Cathy Fitzgibbon, also known as The Culinary Celt, brings her debut book 'Eat with the Seasons' to the Cork and Kerry Food Market 2023.

Cathy's work embodies a farm-to-fork ethos, promoting sustainability, wellbeing, and ethical practices.

She presents a mini masterclass 'Eat Sustainably with the Seasons'.

"It's perfectly normal that our attitudes may differ when it comes to nutritional food, but it's equally important to note that the food we choose to eat also has a profound impact on our natural environment resources".

Instagram icon @thecullinarycelt

SPEAKER'S STORY

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FAMILY ENTERTAINMENT.....

FACEPAINTING....



LIVE MUSIC....





MARKETING PLAN



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E-Mail: chyde@bullseye.ie Web: www.bullseye.ie

Radio Advertising Campaign.....

CORK'S 96FM



<u>Dates</u>	<u>Mon</u>	<u>Tue</u>	<u>Wed</u>	<u>Thur</u>	<u>Fri</u>	<u>Sat</u>	<u>Sun</u>	<u>Total</u>
	4	4	4	4	4	-	-	20 on Cork's 96FM
	4	4	4	4	4	-	-	20 on C103

NO OF COMMERCIALS: 20 Commercials on Cork's 96FM
20 Commercials on C103
Total – 40 spots.

LENGTH: 20"
STATION: Cork's 96fm & C103
TRANSMISSION: Total Audience Package (60% Prime Time 40% Evening)



Radio Promotions.....

Cork's 96FM and C103 Station Promos

Promotion activity in leading up to the two events. This will consist of a total of 30 pre promos to be aired 06:30 – 24:00. These will be placed Monday to Sunday inclusive. 15 on Cork's 96fm and 15 on C103.

Street Fleet

The Cork's 96FM/C103 Street Fleet will (*subject to timing availabilities*) promote the event. The Street Fleet can be availed of two times in total. This can include launches, openings, ticket giveaway's, photocalls etc with a live link on both occasions, including social media pictures.

Live mentions

As sponsors of the event Cork's 96FM and C103 will also refer to the event during prime-time shows.

News

The Cork's 96fm & C103 News Department will also be made aware of the dates of the launch & official opening and subject to availability they will also attend.

Social Media

Across the pre-promotion of the event Cork's 96FM can support it with a minimum of 2 posts during the event across our Social Media Channels in addition to the Street Fleet posts. The social media coverage can include a Facebook competition on the Cork's 96FM page leading up to the event.



PRESS ADVERTISING campaign.....



CORK & KERRY
FOOD
- MARKET -

**ARTISAN FOOD MARKET
AT CORK CITY HALL**

**SAT 4 & SUN 5
NOV 23 • 10AM-6PM**

GREAT FAMILY DAY OUT | OVER 70 STALLS
COOKERY DEMOS | FREE PARK 'N' RIDE

www.tastecork.ie • tickets on eventbrite

Cork

INDEPENDENT

Weekend

Irish Examiner



CORK & KERRY
FOOD
- MARKET -

ARTISAN FOOD MARKET • CORK CITY HALL

SAT 4TH & SUN 5TH NOV 23 • 10AM-6PM

www.tastecork.ie • tickets on eventbrite



CORK & KERRY
FOOD
- MARKET -

**ARTISAN FOOD MARKET
CORK CITY HALL**

SAT 4 & SUN 5 NOV 23 • 10AM-6PM

The market showcases the very best of
Cork and Kerry's local and artisan food and drink producers.

As one of the largest events of its type, it gives visitors a unique opportunity to meet producers,
and to explore, taste, and learn about the flourishing food culture, creativity and innovation that
puts our two counties firmly on the map as hubs of excellence in food and drink. The market is
a festive extravaganza, featuring tastings, cooking and food-related games and entertainment,
making it a perfect family day out.

GREAT FAMILY DAY OUT | OVER 70 STALLS | COOKERY DEMOS | FOOD SEMINARS
Free Park 'n' Ride from the Cork City Council Bus Stop at the 327 South Link Road

www.tastecork.ie • tickets on eventbrite



Careful now!
Church disapproval
sealed jazz's popularity
Colin Sheridan Page 5

War of words
Cosgrave's fate a
warning to us all
Michael Clifford Page 5

Ronan O'Gara
South Africa's iron
will may prove decisive
Friday Sport Page 3

Friday, October 21, 2023 No. 62,528 42.45 (21.70 in N. Ireland)

Road deaths reach 2022's total
Tough McNulty
Analysis

Right up your street
Source: Creative, Anthony Collins, Andy and Jack Whitwell, and Catherine O'Keefe on the streets of St. Paul's, Dublin, as the groups for the 2023 Jazz Festival in Dublin. Cork, 2023. Photo: Peter S. Sullivan

Gangster's death in jail coincides with uptick of violence
Steven D. Kelly and John Kinsella

Probe into 'malicious' garda texts

Two female officers subject of 'abhorrent' WhatsApp messages

Biden: Back gun laws after shooting



CORK & KERRY
FOOD
- MARKET -

**ARTISAN FOOD MARKET
CORK CITY HALL**

**SAT 4 & SUN 5
NOV 23 • 10AM-6PM**

GREAT FAMILY DAY OUT | OVER 70 STALLS
COOKERY DEMOS | FOOD SEMINARS

www.tastecork.ie • tickets on eventbrite

Wha' zOn?

Echo LIVE

The Southern Star

THE Opinion

JUNE 2024 No.1 Magazine in Cork

PR campaign.....Widespread media coverage



SOCIALC - Digital Marketing campaign



INSTAGRAM: @ corkkerryfoodmarket
TWITTER: @ CorkKerryFood
FACEBOOK: @ Cork and Kerry Food Market
WEB SITE: <https://corkandkerryfoodmarket.com/>

POSTERS - Roadside Poll Posters.....

CORK&KERRY
FOOD
- MARKET -



CORK CITY HALL

SAT 4TH & SUN 5TH NOV 2023
10am - 6pm

- OVER 70 STALLS
- COOKERY DEMOS
- FREE PARK'N'RIDE
- GREAT FAMILY DAY OUT

TICKETS FROM:
eventbrite

@corkkerryfood /corkkerryfoodmarket/

City of Cork, Cork County Council, Cork Chamber of Commerce, European Union, European Regional Development Fund, Pure Cork, We are Cork, Cork Examiner, CORK'S 96FM



COMPETITIONS – WIN FREE Artisan Food Hamper!



CORK&KERRY
FOOD
- MARKET -
ARTISAN FOOD MARKET

WIN

ULTIMATE FOODIE HAMPER

CORK'S 96FM
THE BEST MUSIC MIX



CORK&KERRY
FOOD
- MARKET -

WIN

A HAMPER AND 2 PAIRS OF TICKETS

To enter just answer the following question:
Shandon in Cork City was once home to the world's largest market for trading in:
A) CHEESE, B) OLIVE OIL OR C) BUTTER?

Answers by email to editor@theopinion.ie
or to reach our office at 76 South Main Street,
Bandon P72 PX66 by 2pm on Fri 1st Nov 2024.
Prizes to be collected at Cork City Hall.

ARTISAN FOOD MARKET • CORK CITY HALL
SAT 2 & SUN 3 NOV 2024 • 10AM-6PM

www.corkandkerryfoodmarket.com



10,000 LEAFLETS - Dropped all over Cork....



CORK & KERRY
FOOD
- MARKET -

ARTISAN FOOD MARKET • CORK CITY HALL
SAT 2 & SUN 3 NOV 24 • 10AM-6PM

€5 OFF

**Ticket Entry Cost at the Gate
with this Coupon**

GREAT FAMILY DAY OUT | OVER 80 STALLS
COOKERY DEMOS | FOOD TALKS
LIVE MUSIC | FREE SAMPLES

www.corkandkerryfoodmarket.com



Comhairle Cathrach Chorcaí
Cork City Council



FREE SHOPPING BAG FOR LIFE

- The first 1,000 attendees receive a high quality, eco-friendly, shopping 'bag for life' worth €10



FREE
ECO-FRIENDLY
REUSABLE JUTE
SHOPPING BAG
WORTH €10



**FOR THE FIRST
1000 VISITORS**

TO THE CORK & KERRY FOOD MARKET ON THE 4TH OF NOV IN CORK CITY HALL.

THE MULTIPLIER EFFECT:

- The **local multiplier effect** (sometimes called the **local premium**) is the additional economic benefit accrued to a local area from money being spent in the local economy.
- It is the increased **local economic return** generated by money spent at locally-owned independent businesses compared to corporate chains or other absentee-owned businesses.
- Independent locally-owned food businesses recirculate a far greater percentage of revenue locally compared to absentee-owned businesses (or franchise chains). In other words, **going local creates more local wealth and jobs**.
- There is a proven spillover effect of **a local food jobs** on additional local economic activity.
- Whenever **1 new food job** is created, an additional **2.5 jobs** are also created via increased demand for local goods and services in the region.
- **48%** of each EURO spent at local independent businesses is recirculated locally, compared to less than **14%** of purchases at a chain store.
- Research show that : For each additional skilled job created in the skilled food production sector, **2.5 jobs** were also generated in the local goods and services sectors. (*Ref:Moretti,Enrico(2010)."Local multipliers". Economic Review:Papers and Proceedings.)*
- This “**Multiplier effect**” would mean that the **160 Local food** jobs being supported by this annual event are also supporting another **400 Jobs** in the local goods and services sectors.
- This means that a total of **560 LOCAL JOBS** in the Cork region are being supported annually by this Food Market event.
- That adds up to a huge difference in creating and maintaining **local food jobs** and local wealth in the Cork region.

Top Reasons to Buy Local and Eat Local Food!

By choosing **local Cork Food** you not only enjoy a more personal taste and service experience, you help:

- ✓ **CREATE LOCAL JOBS AND NEW OPPORTUNITIES!**
Not only do independent businesses employ more people directly per Euro of revenue, they also are the customers of local printers, accountants, wholesalers, farms, solicitors, etc., expanding opportunities for local entrepreneurs.
- ✓ **INCREASE WEALTH LOCALLY!**
The “multiplier effect” created by spending your money locally generates a lasting impact on the prosperity of our local community.
- ✓ **BUILD LOCAL COMMUNITY!**
The casual encounters you enjoy at a local food market helps build relationships and community cohesiveness. They’re the ultimate social networking site!
- ✓ **STRENGTHEN YOUR LOCAL ECONOMY!**
Each Euro you spend at a local food market returns **3 times more** money to your local economy than one spent at a food chain and **50 times more** than buying from an online retailer — a benefit we all can bank on!
- ✓ **SHAPE OUR REGIONS CHARACTER!**
Local Independent food businesses help give the Cork region its distinctive personality.
- ✓ **BUY IT WHERE YOU TRY IT!**
Local Food Stalls enable you to try the food before you buy — and get a real taste expertise — explained to you by the maker - saving you time and money!
- ✓ **CREATE A HEALTHIER LOCAL ENVIRONMENT!**
Independent, small food businesses are people-sized. They typically consume less land, locate closer to residents and create less traffic and air pollution.
- ✓ **LOWER LOCAL TAXES!**
Local food businesses put less demand on our roads, sewers, and safety services. They also generate more local tax revenue per Euro sold. The bottom line: a greater percentage of local independent food businesses keeps your local council taxes lower for you.
- ✓ **GET REAL VALUE FOR POCKET!**
Research shows that independent businesses beat their larger corporate competitors in overall customer satisfaction and often save you money by selling to you direct.
- ✓ **ENHANCE FOOD CHOICES!**
A wide variety of local food businesses, each serving their customers’ tastes differently, creates greater overall choice for all of us locally.
- ✓ **GIVE BACK TO YOUR LOCAL COMMUNITY!**
Small food businesses donate more than twice as much per sales Euro to local non-profits, events, and teams compared to big corporate businesses.
- ✓ **ENHANCE HEALTH OF LOCAL RESIDENTS!**
Research shows a strong correlation between the percentage of small locally-owned firms and various indicators of personal and community health and vitality.



PUBLIC ENTRY SURVEY

238 ENTRY SURVEY RESPONDENTS



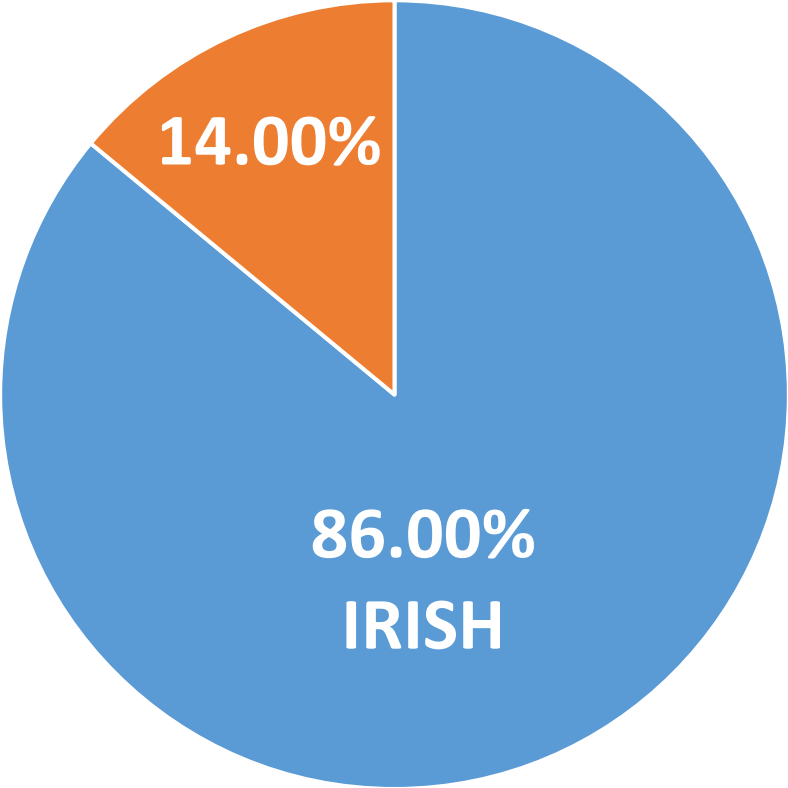
Cork & Kerry Food Market Public ENTRY Survey

*** 239 SURVEY RESPONDENTS ***

NATIONALITY

■ Irish

■ Non-
Irish

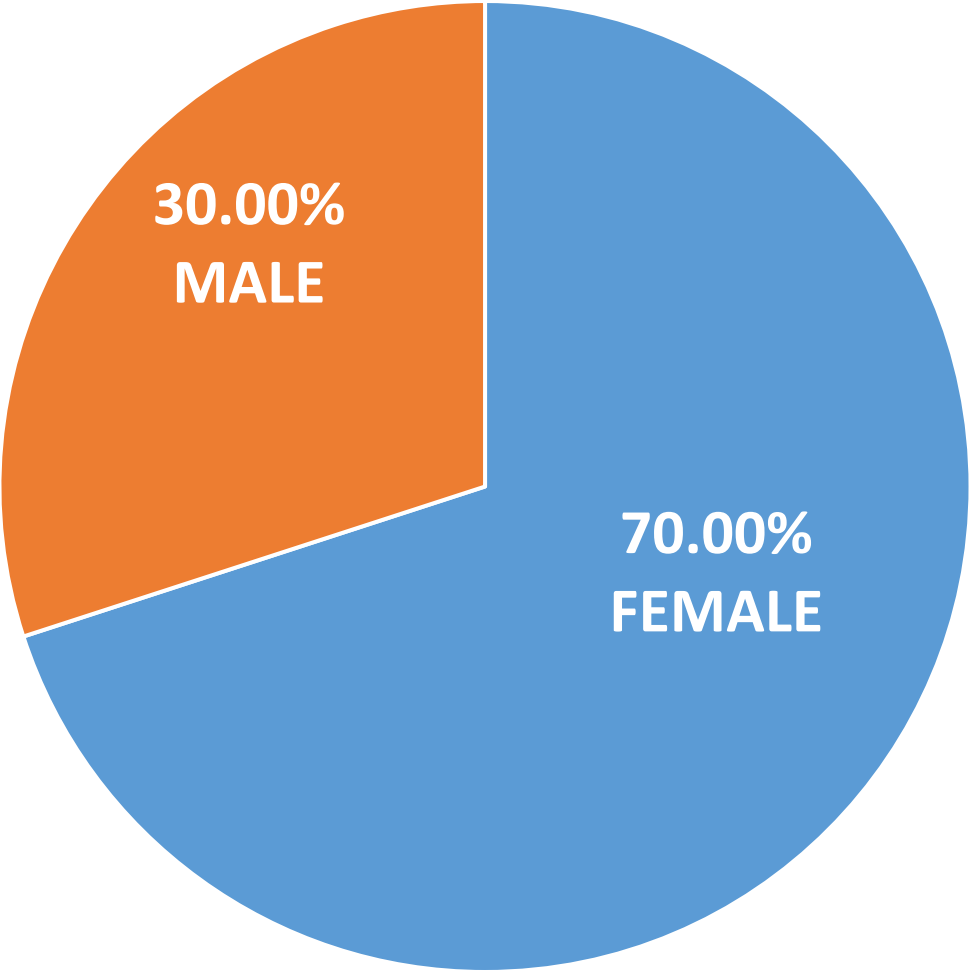




GENDER

■ Female

■ Male





AGE

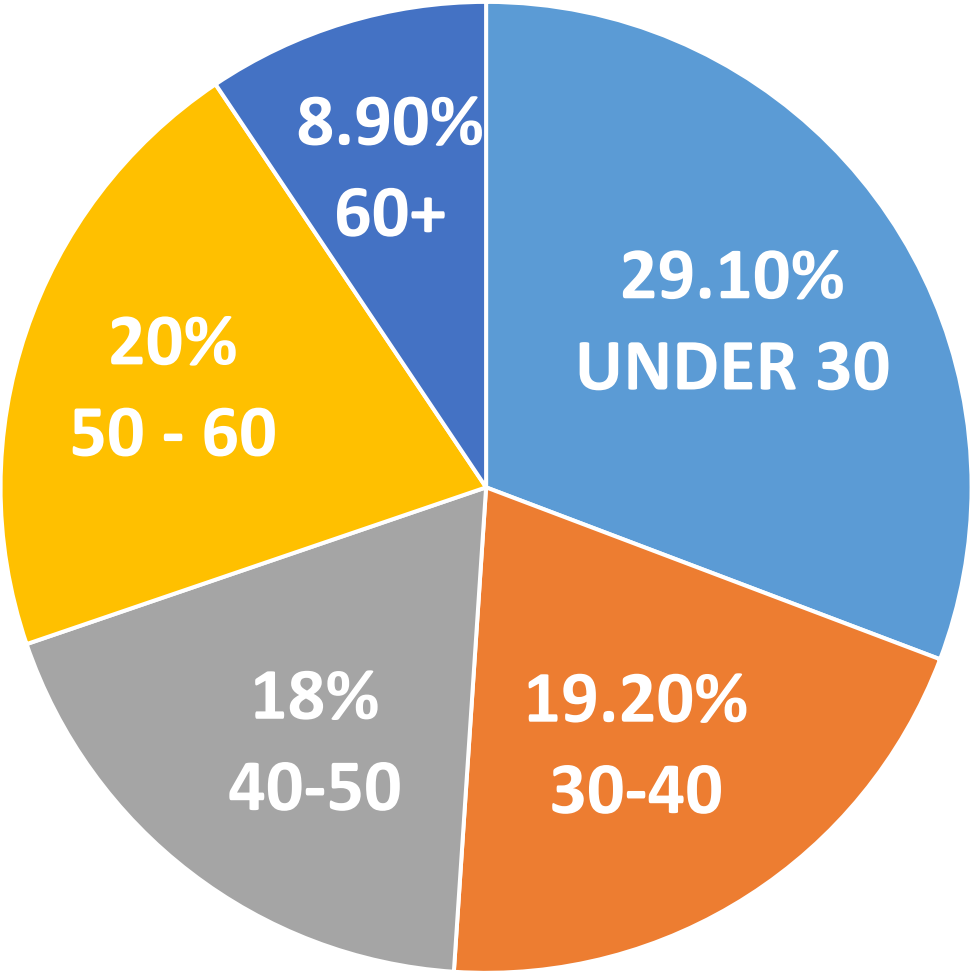
■ Under 30

■ 30-40

■ 40-50

■ 50-60

■ 60+



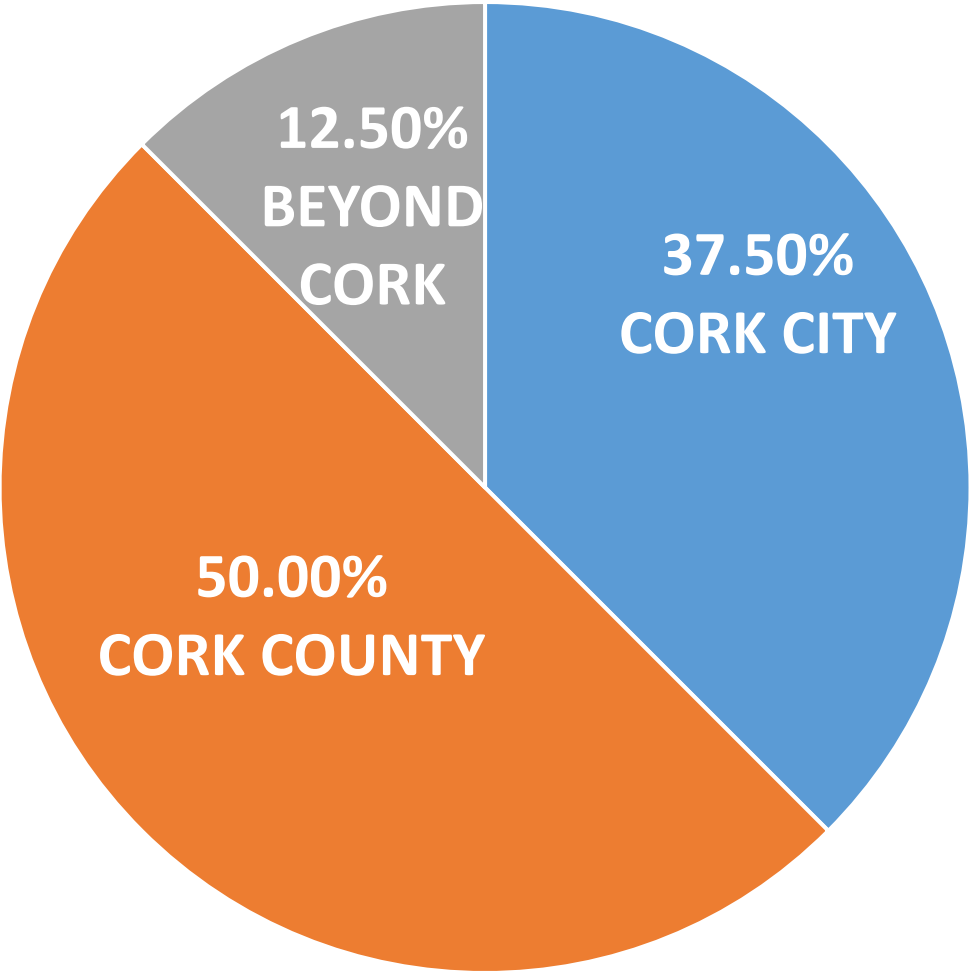


Where did you travel from today?

■ Cork City

■ Cork County

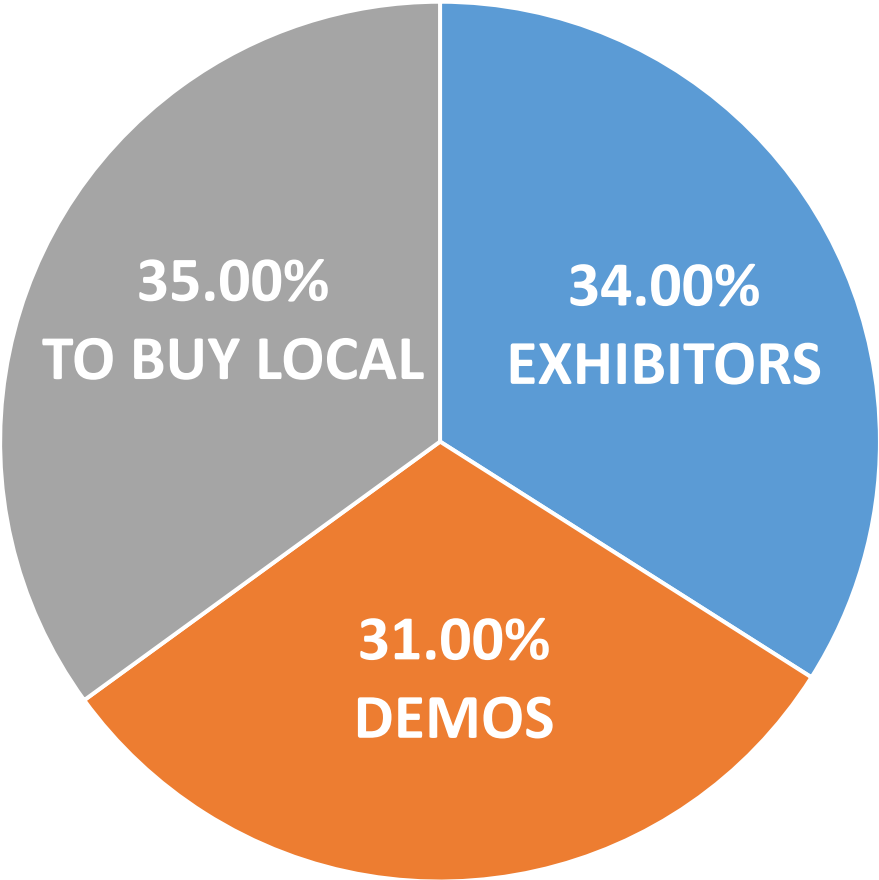
■ Beyond Cork





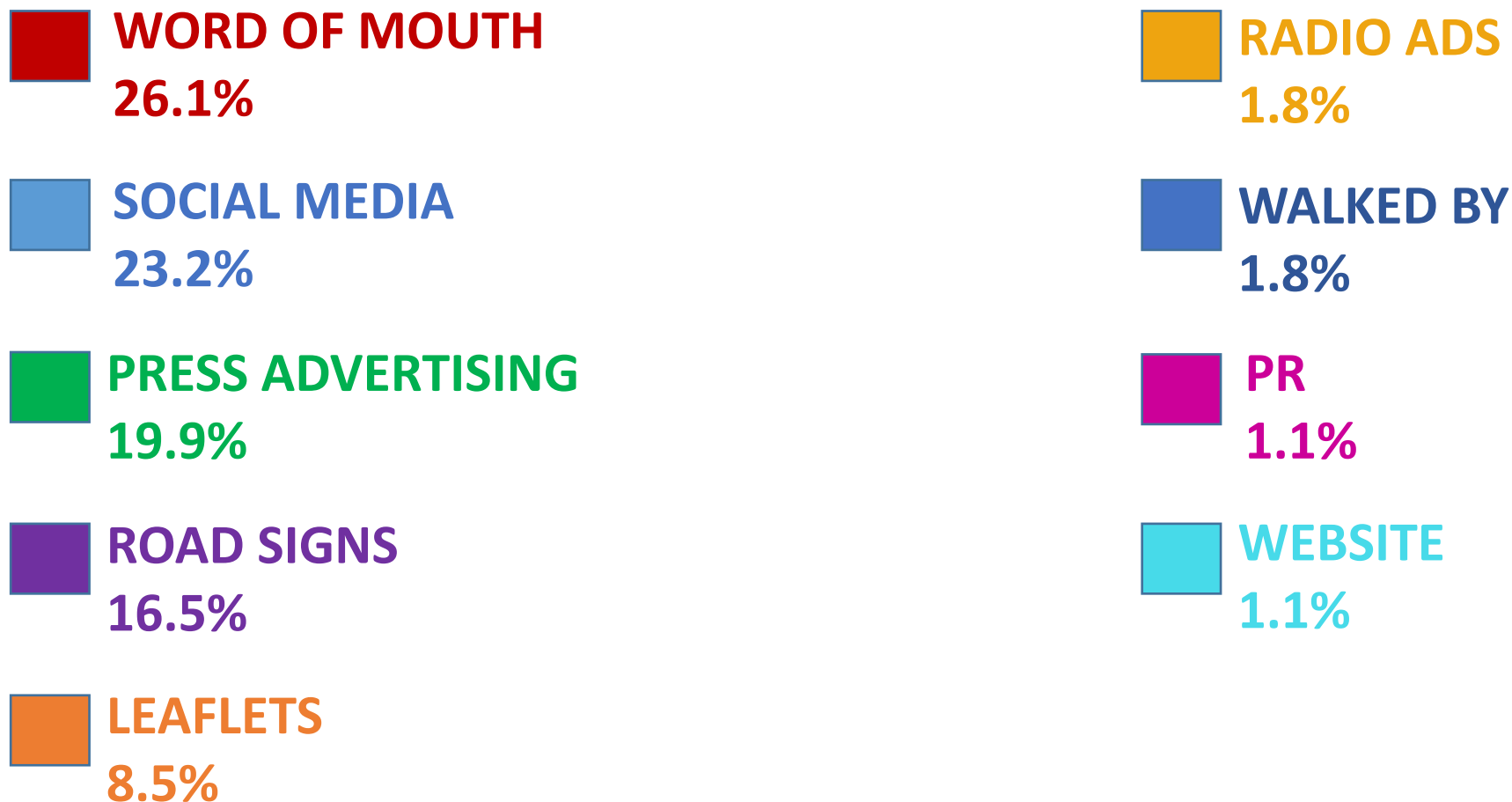
What most attracted you to the Cork & Kerry Food Market?

- Exhibitors
- Demos
- Opportunity to buy local



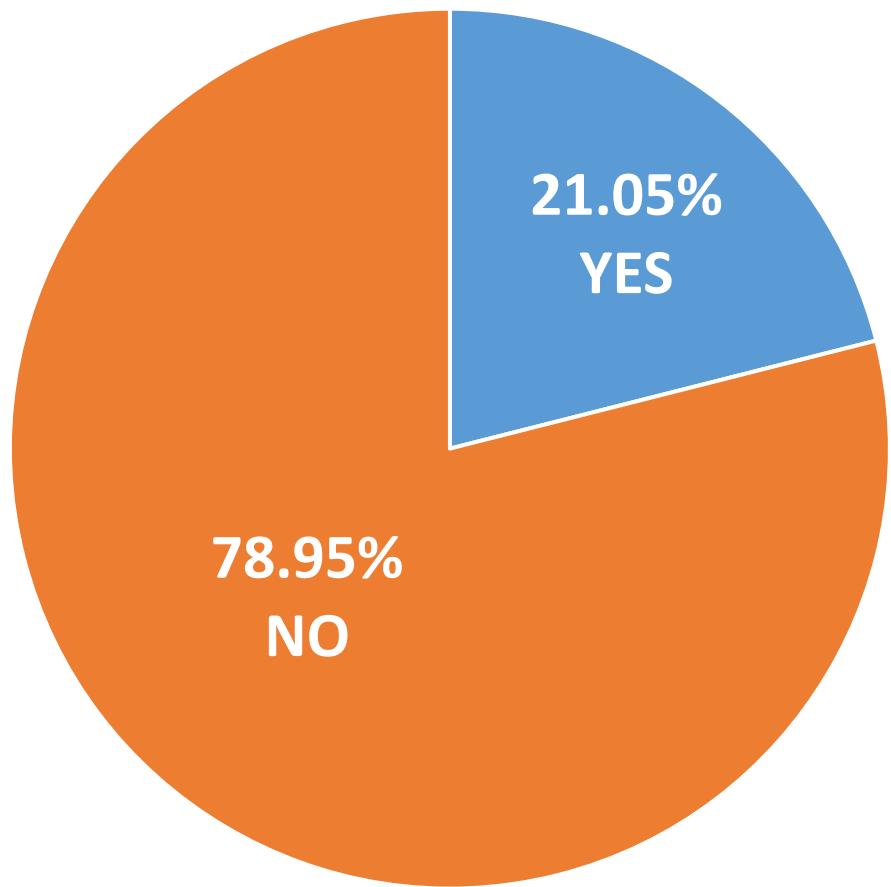


How did you hear about the Cork & Kerry Food Market?





Have you been to the Cork & Kerry Food Market any other year?



■ YES

■ NO



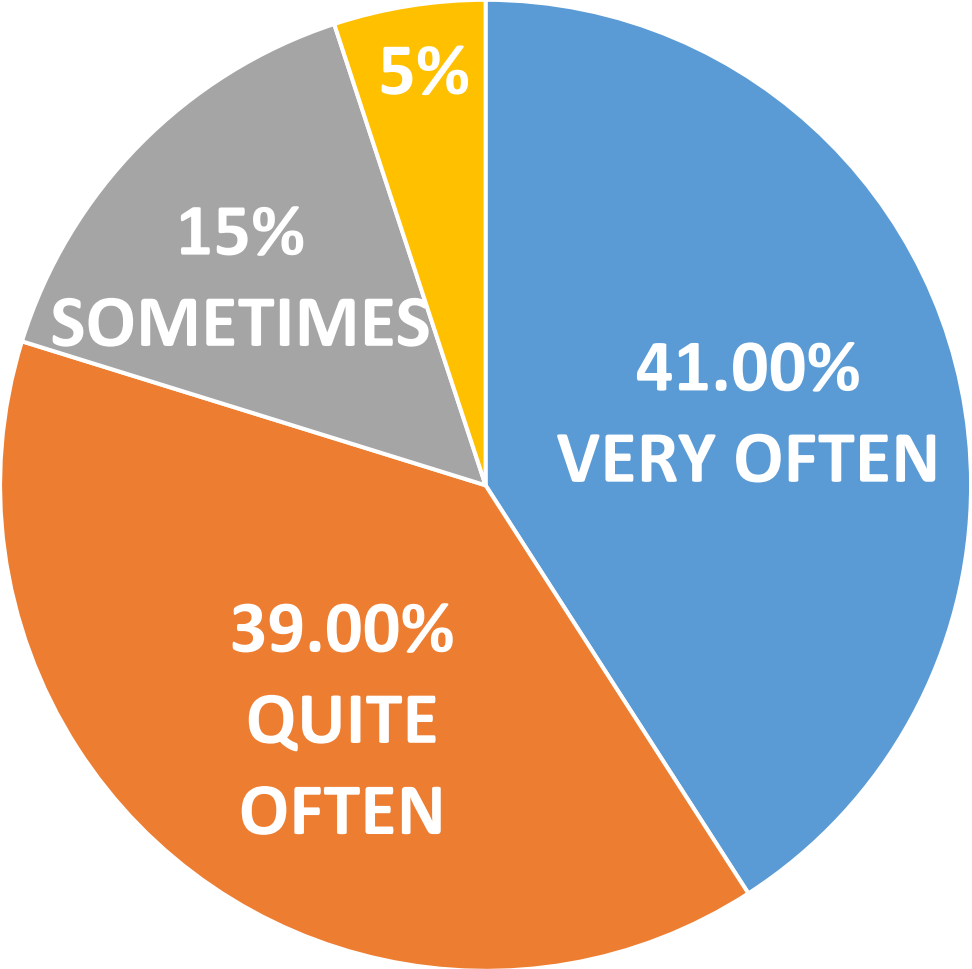
How often do you buy local produce?

■ Very often

■ Quite Often

■ Sometimes

■ Never



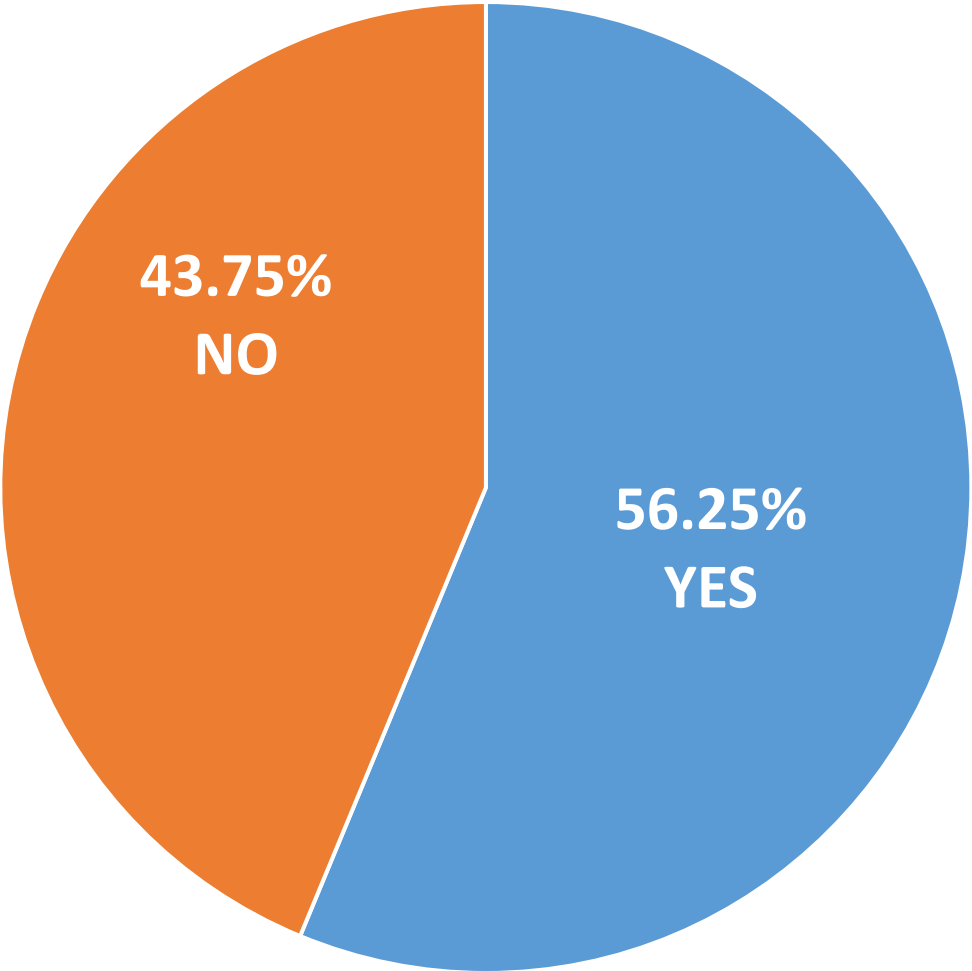


PUBLIC EXIT SURVEY

131 EXIT SURVEY RESPONDENTS



Have you heard of Taste Cork?



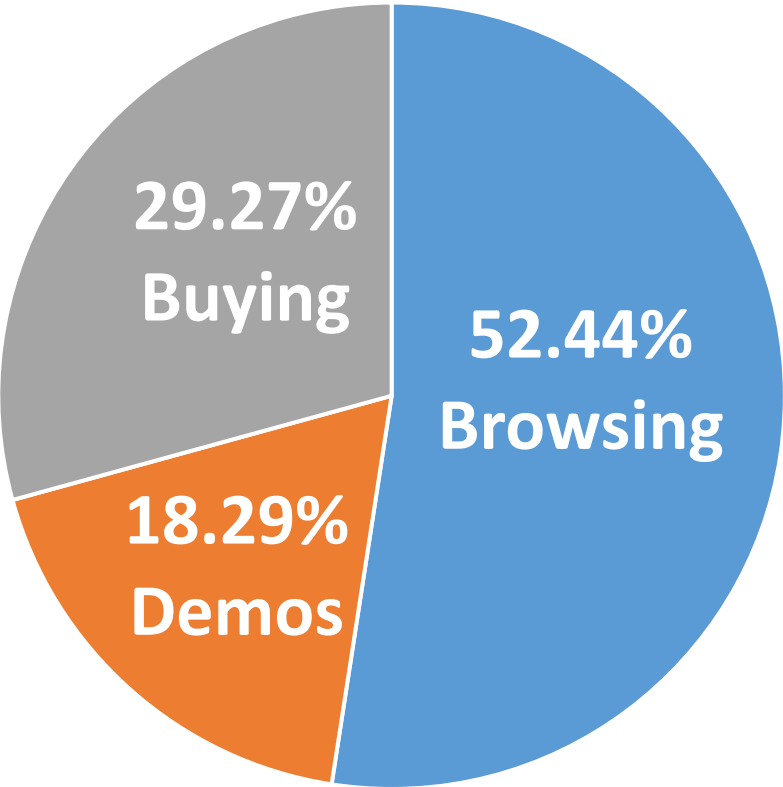
■ YES ■ NO



Cork & Kerry Food Market – EXIT Survey

*** 131 SURVEY RESPONDENTS ***

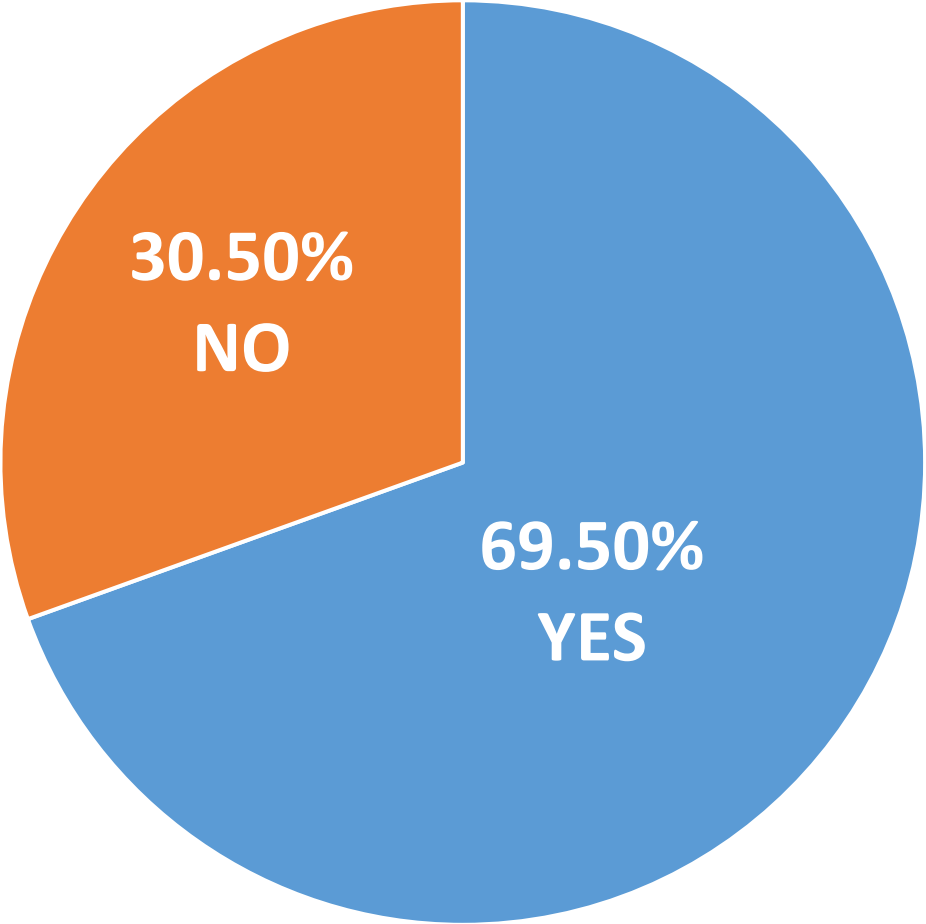
What did you enjoy most at the event today?



■ Browsing stands ■ Demos ■ The opportunity to buy local produce



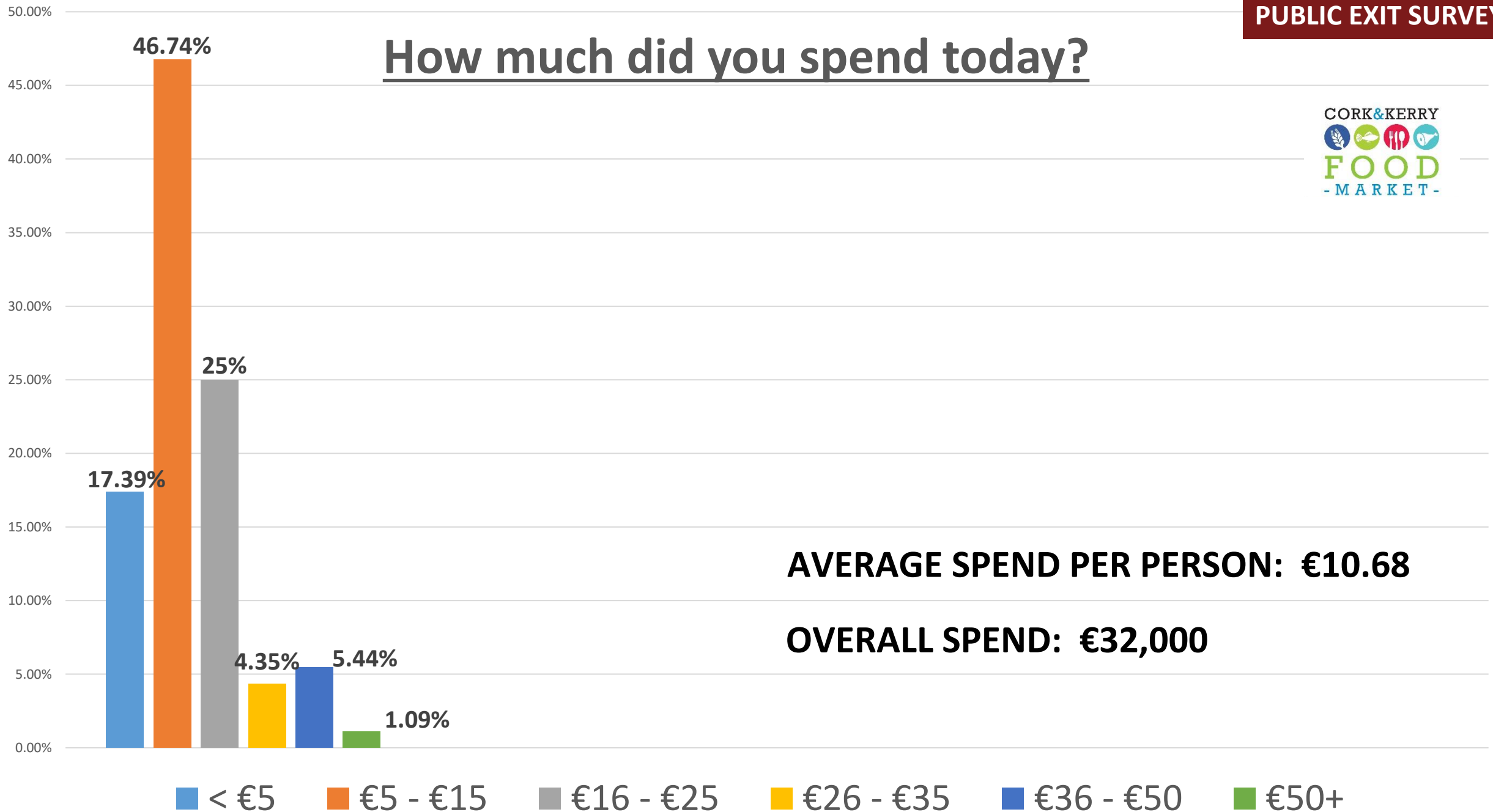
Did you buy anything at the show today?



■ YES

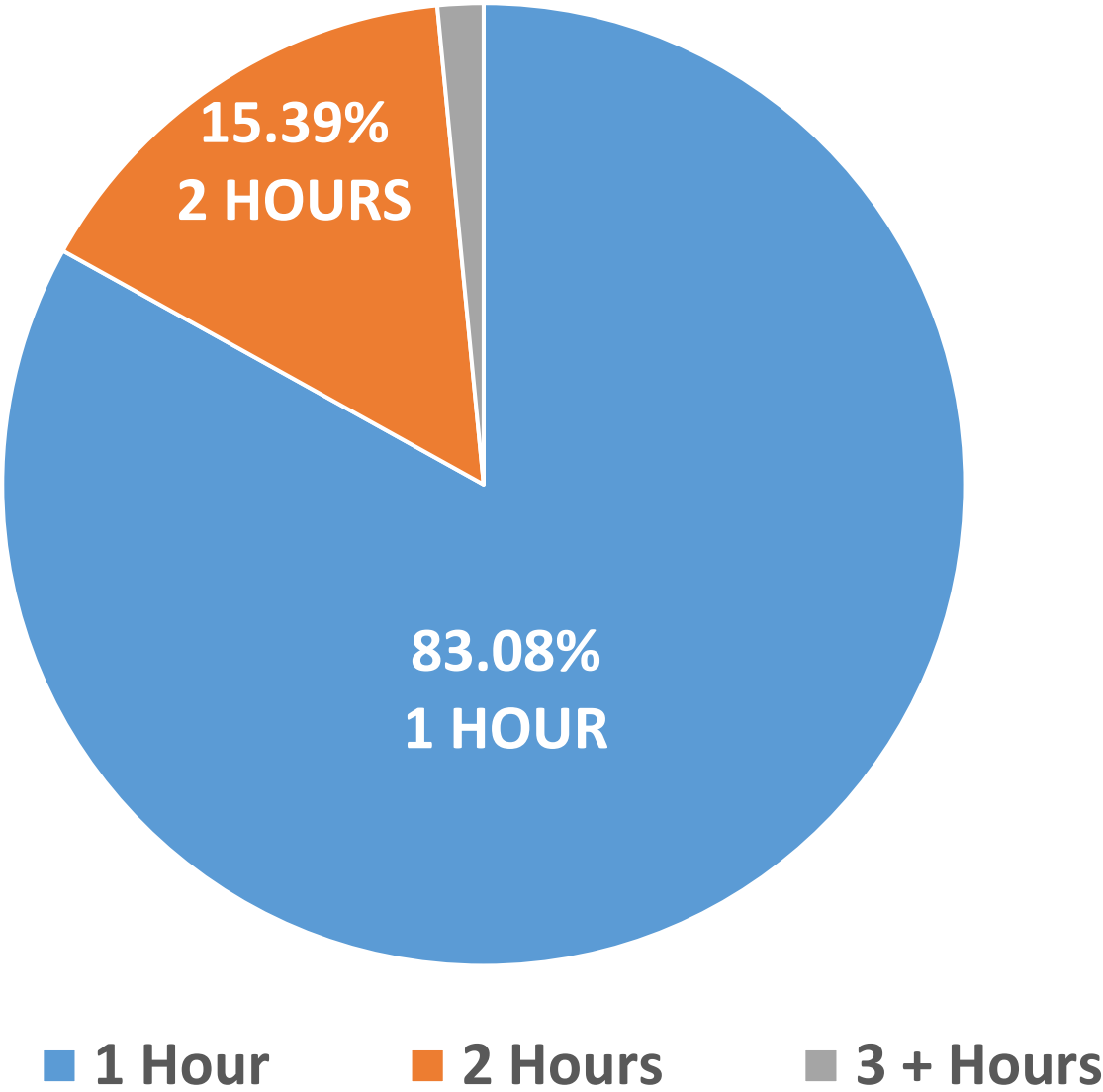
■ NO

How much did you spend today?



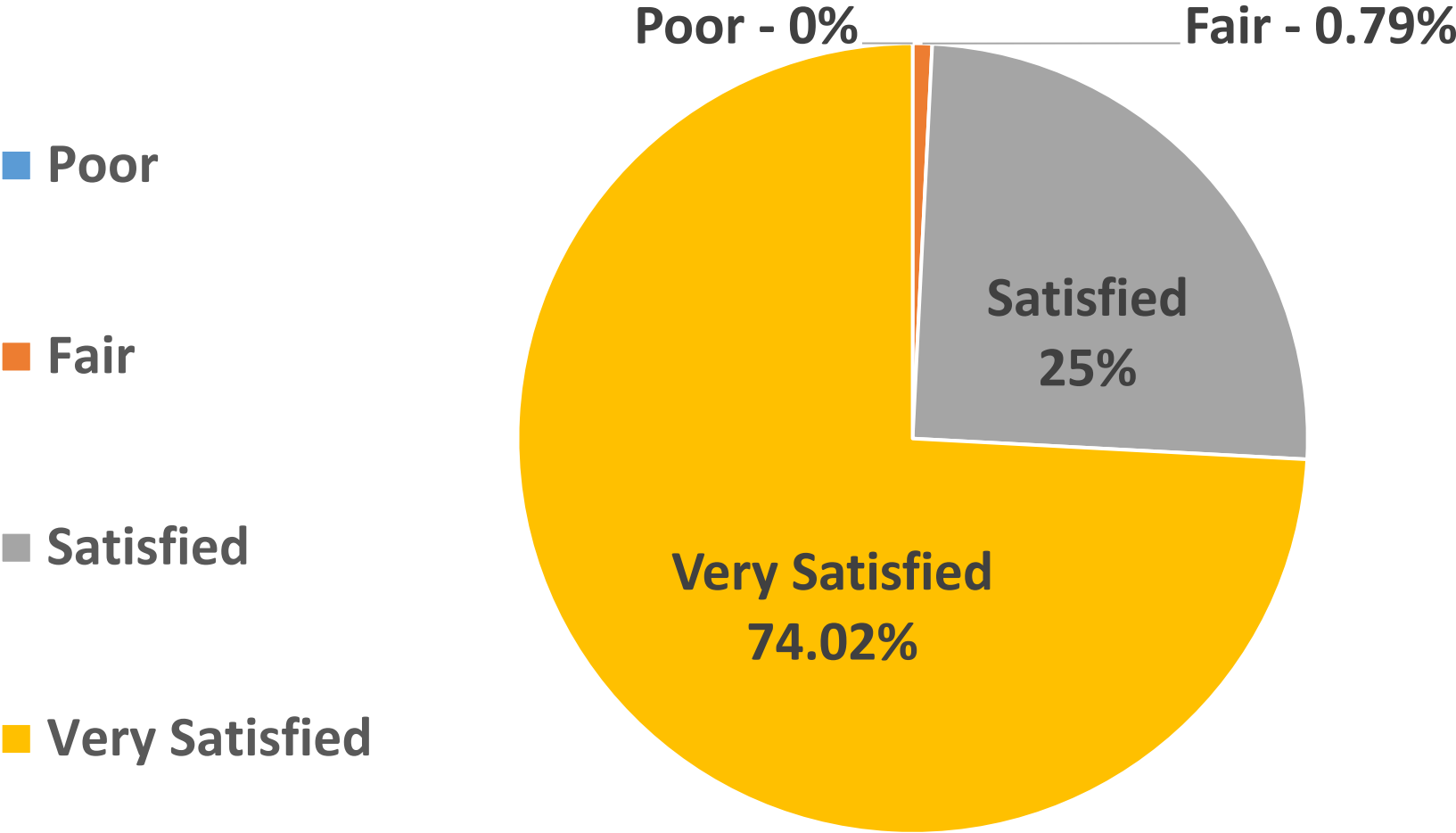


How long did you spent at the event today?





How would you rate your overall experience today?



WOULD YOU COME AGAIN?

