

Food Academy Start

Supporting the Growth of Ireland's Food and Drink Industry



FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board

Óifig Fiontair Aitiúil
Local Enterprise Office



SuperValu
Real Food. Real People



WHAT IS FOOD ACADEMY START?

Food Academy Start was developed by Bord Bia, SuperValu and the Local Enterprise Offices in 2013 to provide a standardized programme of supports tailored to new and early-stage food businesses throughout the country. Food Academy Start is delivered through workshop style training designed to guide companies from start-up to their first retail sales.



WHY PARTICIPATE?

- Understand your market and your consumer
- Develop your brand's unique selling proposition
- Understand the basics of pricing, margins and promotions
- Learn the essentials of food safety, packaging and labelling
- Prepare your Marketing Plan and retailer pitch
- Opportunity for successful companies to pitch to SuperValu for trial in local stores

FURTHER INFORMATION AND HOW TO APPLY

The Food Academy Start programme is run throughout the country by the Local Enterprise Offices.

Timings and participation fees are established at local level so to find out more and express your interest please contact your nearest office.

You can locate your nearest LEO through their website: www.localenterprise.ie/Find-Your-Local-Enterprise-Office/

WHAT PREVIOUS FOOD ACADEMY START PARTICIPANTS HAVE SAID



**DARRAGH FLYNN,
THE HAPPY PEAR,
CO. WICKLOW**



"Food Academy helped us to focus on developing a pricing framework so we could supply SuperValu and get our products out to a much wider audience."



**SIOBHÁN
MCMAHON,
BREHON
BREWHOUSE,
CO. MONAGHAN**



"Food Academy Start gave us the essential support to transform our business into a successful national brand. It does exactly what it says on the tin - gives small businesses a big chance."



**HELENA HICKEY,
SKEAGHANORE
DUCK,
CO. CORK**



"Food Academy helped us to think outside the box, giving us a better understanding of the retail market, our customer needs and how we need to promote our products. We are now far better prepared to supply SuperValu and optimistic about driving our business forward as a result."



**SIOBHÁN JOYCE,
BOWL-A-GRANOLA,
CO. GALWAY**



"Food Academy provided the opportunity to grow the business faster than would otherwise have been possible. This in turn brought economies of scale and ultimately made Bowl-a-Granola a far more efficient enterprise."



FOOD ACADEMY START

FOOD KNOWLEDGE FOR GROWTH

Bord Bia
Irish Food Board


Oifig Fiontair Áitiúil
Local Enterprise Office

SuperValu
Real Food. Real People

www.bordbiavantage.ie/food-academy

www.supervalu.ie/real-people/food-academy-programme

www.localenterprise.ie/Find-Your-Local-Enterprise-Office/