



THE FOOD ACADEMY START PROGRAMME 2015

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

In 2013, SuperValu, Bord Bia and the LEOs formed a partnership and created the "Food Academy Start" Programme.

The Food Academy Start programme works with and nurtures artisan food producers through their journey to obtaining their first retail listing with SuperValu. 'Food Academy' is currently working with over 200 producers throughout the country.

In addition, the LEOs can assist food producers to develop their business with capital, salary and marketing investment and Bord Bia can provide marketing grants, market information and export opportunities.

Programme Format:

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 a local SuperValu store.



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The intensive workshops will provide companies with business support and knowledge including consumer insight, technical advice, resource planning, commercial advice and marketing development. The programme has a core commercial focus and all participants will have the opportunity to pitch their product or idea to a local SuperValu representative, with a view to securing an initial local listing.

Contracted Trainers for this programme: James Burke & Associates

1. James Burke is a former Superquinn board member
2. Yvonne Scully is a former investment banker and food producer
3. Maria O'Connor is a former SuperValu owner and retail and foodservice senior buyer with both SuperValu and Musgraves.

The training workshops will cover the following:

Day 1: Market Background and Understanding the Consumer

1. Understanding Consumers
2. Market Background
3. Research and Data
4. Marketing Strategy & Segmentation

The objective of this module is to ensure that companies put the consumer at the centre of all activities and that they then work with the most relevant retailer/foodservice operator to bring their product to market. Without understanding who they are targeting it won't be possible for them to get their marketing mix right i.e. product features/quality/price, packaging, branding and which retailer/foodservice they should target.

Day 2:

1. Introduction to Finance
2. Pricing
3. New Product Development
4. Food Safety and Food Labelling
5. Packaging
6. Managing Human Resources

The objective of this module is to ensure that companies are running their businesses correctly and legally. This is the internal look at the best way to manage and grow their businesses.



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Day 3 & 4: Growing Sales & SuperValu presentations

1. Routes to Market
2. Buyer Meetings
3. Promoting with Confidence
4. Marketing Plans
5. Branding and Packaging Designs
6. Public Relations

At the end of the two workshops companies should be confident that they have a good understanding of the different elements of the marketing mix and how they can use them to drive profitable sales. The first three presentations relate to the preparation needed prior to listings i.e. packaging design, route to market and preparing to meet buyers. The final three focus on growing sales once listings have been achieved.

Mentoring Supports:

Each participant will be able to avail of up to **4 hours of mentoring** over the course of the programme to address specific issues one-to-one. If you are selected for trial then further mentoring can be provided to help you get ready

Schedule:

- 19th October 2015
- 23rd November 2015
- 18th January 2016
- 21st March 2016

Time: 9.30am – 4.30pm

Venue: Oriel House Hotel, Ballincollig, Co. Cork

Cost: €200 per company participating



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How to apply for the programme:

- Please complete the application form and return it by email.
- Your application will be reviewed and we will carry out a screening process by telephone or face to face.
- Please note that we reserve the right to refuse an application based on a client's suitability and readiness for the programme.

Deadline date to apply: Application forms must be emailed no later than 5pm on Tuesday 15th September 2015. Please send samples if available to your Local Enterprise Office

Programme Contact Details:

Joan Kelleher
Local Enterprise Office Cork North & West
Ground Floor, Blackwater House, Mallow Business Park, Gouldshill, Mallow, Co. Cork
Tel: 022 43235 E-Mail: joan.kelleher@leo.corkcoco.ie



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Some Food Academy Producer Profiles



To date, over 150 Food Academy producers are now live in store - this number is constantly increasing. Find out more about our current Food Academy graduates:

The Happy Pear



Darragh Flynn, Wicklow

Fresh from Co Wicklow, The Happy Pear produces a range of delicious, nutritious superfoods, made from the very best ingredients.

www.thehappypear.ie



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Everest Granola Products



Séamus Tighe, Dublin

Séamus Tighe produces this premium range of delicious granola cups. Made with Irish ingredients and passion.

www.everestgranola.com

Patel's



Ramen Patel, Dublin

From their grandparents' kitchen in India to your kitchen in Ireland, Patels One-der blend of spices is an authentically delicious base for your favourite curries. A Clever product, add 3 ingredients to make a choice of 10 delicious curries.



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Nobó



Brian & Rachel Nolan, Dublin

A unique gluten & Dairy free ice-cream made from avocado, coconut milk and sweetened with pure honey.

www.nobo.ie

De Róiste Pudding



Jimmy & Cathal Allen, Cork

De Róiste Black & White puddings are made in the heart of the Muscraí Gaeltachta, Cork. Using 100% Irish pork and only the highest quality, locally sourced ingredients. These delicious puddings are handmade using a traditional family recipe handed down through generations.



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Cool Beans



Isolde Johnson & Sarah O'Connor, Dublin

The Cool Bean Company takes the protein packed deliciousness of the humble bean and creates no fuss, flavoursome, superhero food. High in protein and low in fat, look no further for a healthy and convenient meal solution.

www.coolbeans.ie

Wild About Foods



Fiona & Malcom Falconer, Wexford

Husband and wife team Fiona and Malcom product hand-crafted artisan foods in Co. Wexford using the best seasonal and wild ingredients, sourced locally or home-grown.

www.wildabout.ie



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Rafferty's Fine Foods



Declan Rafferty, Louth

Bring your home cooked meals to life with the inspiring flavours of our marinades, jams, chutneys, dressings and oils.

www.raffertysfinefoods.com



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Janet's Country Fayre Ltd



Janet Drew, Wicklow

Delicious, nutritious and just like homemade pasta sauces you would make for your family. A taste of flavour from Co. Wicklow

www.irishfoodproducer.ie

Uncle Aidan's Flour



John Murphy, Wexford

Situated in the picturesque River Valley Co. Wexford, this family owned mill dates back to the early 1800's. The wheat for this flour is sourced from a local farm and milled using a traditional stone mill to guarantee exceptional flavour & quality.

www.ballyminanemills.com



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On The Pigs Back



Isabelle Sheridan, Cork

Isabelle has been using her French family recipes to make fabulous pâtés and terrines since 1992. Originally sold through their stall in Cork's famous English Market, the award-winning range is now available nationwide, so everyone can enjoy this taste of France.

www.onthepigsback.ie

Improper Butter



Elaine & Hannah, Dublin

Elaine and Hannah produce their delicious butters in small batches so you can add the perfect flavour to any meal.

www.improperbutter.com



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Food Academy Supplier Testimonials



'SuperValu have given us a big chance and continue to support us with a passion no-one can match'

Chase Foods, Food Academy Supplier



'Food Academy has been a very positive experience and has given us a fantastic platform to progress from. We speak so positively about SuperValu to hundreds of people at our markets each weekend and very much want to be part of this programme on an ongoing basis'

The Birds and the Teas, Food Academy Supplier



'Food Academy has been a great help to our business and the exposure we have got from it is invaluable. We very much look forward to working with SuperValu in driving our business forward'



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De Róiste Puddings, Food Academy Supplier



'We cannot imagine any other retailer taking the time out to nurture a small business like ours and put up with all the highs and lows. We are very grateful for the opportunity that SuperValu has given us'

Kookee, Food Academy Supplier



'The last few months have been pretty busy, scaling up production, visiting and meeting store managers while getting to launch on supermarket shelves. This is a fantastic opportunity to be a small part of something really big while support from the Local Enterprise Office, SuperValu and Bord Bia has been invaluable'

Kitty O'Byrnes Sauces, Food Academy Supplier



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