

EVENING SEMINAR | UNIVERSITY COLLEGE DUBLIN | THURS 10TH MARCH

Following the success of the recent Dublin Food Chain group mentor session, which ended up being Irelands largest food mentor event, we are delighted to be hosting another similar event with a new line up of great mentors as part of the LEO Dun Laoghaire Rathdown Enterprise week. This event will take place on March 10th in UCD and will be facilitated by the UCD School of Agriculture & Food Science and will focus on food innovation.

KEYNOTE SPEAKER : LARRY MURRIN, CEO DAWN FARMS



IN ADDITION TO THIS GREAT LINE UP, DFC ARE DELIGHTED TO WELCOME LARRY MURRIN, CEO DAWN FARMS AS A KEYNOTE SPEAKER.

Larry is Co-founder and Chief Executive of Dawn Farms. Established in 1985 the company now employs over 900 people across its three production plants in Ireland and the UK. Dawn Farms is the preferred cooked meat ingredient partner to many of the world's leading grocery and High Street Foodservice brands in over 40 countries worldwide.

A former President of IBEC, Larry is passionate about the potential of the food industry in Ireland and serves on the Consumer Foods Board of Bord Bia and is a member of the Governments Food Harvest 2025 strategy group. Larry is also Chairman of his family business **With Taste** which employs 330 people. **With Taste** is a wholly Irish owned SME operating in the culinary/hospitality sector in the Dublin/Leinster area.

AGENDA

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| 16.00 – 17.00 | OPTIONAL TOUR OF FOOD FACILITY – Participants will be taken on a tour of UCD's state-of-the-art facilities including the food science research laboratories and sensory labs used by the UCD Institute of Food & Health |
| 17.00 – 17.45 | Registration/Allocation of Mentor slot |
| 17.45 – 17.50 | Opening by Eibhlin Curley, Head of Enterprise DLR LEO |
| 17.50 – 18.00 | Introduction & housekeeping from James Burke DFC Network Manager |
| 18.00 – 18.20 | INNOVATION AND CHANGE IN THE FOOD INDUSTRY – Prof Dolores O’Riordan UCD
The Role of the School of Agriculture and Food Science, UCD |
| 18.20 – 18.40 | KEYNOTE SPEAKER: LARRY MURRIN, CEO DAWN FARMS |
| 18.40 – 18.45 | Proceed to mentor room |
| 18.45 – 19.20 | MENTOR SESSION ONE |
| 19.20 – 19.25 | Mentor changeover |
| 19.25 – 20.00 | MENTOR SESSION TWO |

WHO SHOULD ATTEND? This event is only open to Dublin based food producers, food distributors, retailers & foodservice operators.

Venue This Dublin Food Chain event will be held at **University College Dublin, Belfield, Dublin 4.**

Registration Places are limited at this seminar and early booking is essential. There is a nominal €10 booking charge. To book, simply click on "Book now"



The **Dublin Food Chain** is a marketing & networking forum which represents many of the outstanding food & drink producers, retailers, foodservice operators & distributors that are based throughout Dublin City & County. Dublin Food Chain is an initiative jointly supported by the four Local Enterprise Offices in the Dublin region, The Irish Exporters Association and Bord Bia.

[CLICK HERE TO BOOK NOW](#)

MENTOR	BUSINESS OVERVIEW	ADVISE TOPIC
 Stephen Brennan, Supply Chain Director, Aramark Foodservice www.aramark.ie	Foodservice Operator	Succeeding as a Food Producer in the Wholesale & Foodservice sectors
 Joan O'Shaughnessy Former CEO Aramark, Aramark Foodservice www.aramark.ie	Foodservice Expert	Succeeding as a food producer in foodservice
 David Stone, Burritos & Blues, Pitt Bros, Hadji Bey Confectionery, Cleeves Toffee www.burritos.ie	Owner of 4 restaurant units & confectionery manufacturer.	What gets measured gets done: How to run your business as a business from the start.
 Tom O'Connell, O'Connell's Donnybrook www.oconnellsrestaurant.com	Chef & Owner	Succeeding in the foodservice sector for cafe and restaurant owners - the challenges, the points of difference
 Rachel Firth – General Manager Fallon & Byrne www.fallonandbyrne.com	Speciality food retail, in-house production kitchen & restaurants.	How to get successfully listed in retail & on restaurant menus, building your brand.
 Yvonne Scully & Associates www.yvonnescully.com	Former investment banker, food producer & current food mentor & consultant	Producers wanting to succeed in the retail foodservice food markets & export sectors
 Alison Stroh, Aaron O'Donohue Dr. Coy's www.drcoys.ie	A health food company that has developed & patented nutritional chocolate also offering 'free from' cooking	'Disrupt & Reframe' - succeeding as a producer of healthy chocolate in the retail & foodservice sector
 Ross Golden, Bannan RGB Consulting / The Guerrilla Gourmet Club www.rossgoldenbannon.com	Food sourcing consultancy & service training / unique food experience events.	Customer service for restaurants & cafes & maintaining your USP in a crowded market.
 Barra McFeely, Tesco Ireland www.Tesco.ie	Fresh food buyer & former entrepreneur	Developing food products for the retail sector
 Dr Amalia Scannell, UCD School of Agriculture & Food Science	Sensory Science Driving Food Innovation	Will discuss what sensory science is and run a sensory test with the participants to demonstrate.
 Dr Aideen McKeivitt, UCD School of Agriculture & Food Science	Food Safety & Food Regulation expert	Will discuss issues around food legislation and food labelling in relation to nutrition and health claims.
 Professor Ronan Gormley, UCD School of Agriculture & Food Science	Process and Packaging Expert	Product-Process-Package & shelf life considerations, including hurdle technology and freeze-chilling

This event is being led by Local Enterprise Office, Dun Laoghaire Rathdown