

Advanced Food Marketing Programme

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Michael Kelsey, In 4 Lunch; Joe Burke, South Cork Enterprise Board Business Advisor; Michael Twomey of Twomey Butchers; Denise O'Callaghan Delicious Gourmet Foods; Deirdre Hilliard, Just Food Company, Conor Hyde of Bullseye Food, Programme Facilitator, and Anne Bradfield of Taste A Memory Foods at the South Cork Enterprise Board awards 2007. The programme aims to increase each food company's turnover and provide a brand plan for the future.

Cork food firms hit the bullseye

EIGHT companies have completed the first South Cork Enterprise Board innovative food marketing programme.

The board employed the expert services of leading brand marketing consultancy Bullseye Food Marketing to run the programme, which helped small to medium-sized food companies in the region to improve their sales and marketing techniques.

The programme called 'Advanced Food' consists of 12 months of one-to-one mentoring, as well as five marketing workshops, various market visits, trade show participation and the formulation of a structured marketing brand plan.

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By VINCENT KELLY

Business Editor

seye Food Marketing: "Bad marketing is one of the top three reasons why food companies fail. But small food companies often don't have the time or skills required to market their brands properly. Even the smallest Irish food company, on a limited budget, can and should develop a strong brand to survive in today's competitive retail environment."

"The aim of this programme is to significantly increase each food company's turnover at the end of the 12-month period. Throughout the year, we monitor and evaluate the progress each food company makes against its marketing goals and we provide a

brand plan for the future at the end.

"This programme helps food companies to deliver to consumers exactly what they crave. We ensured that each company develops the correct product with the right unique selling points, best packaging, optimum price points, and effective distribution, in order to maximise their sales," he added.

Due to its success to date, the Advanced Food Programme will now also be open to members of the West Cork Enterprise Board in 2008.

Commencing in January 2008, this programme is a vital tool for any small to medium-sized food company looking to expand their sales.

For more information, contact Joe Burke, South Cork Enterprise Board on (021) 4975281 or email joe@scieb.ie.



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Sean O'Sullivan, CEO, South Cork Enterprise Board and guest speaker Yasmin Hyde, managing director of Ballymaloe Country Relish, congratulating Deirdre Hilliard, centre, of Just Food, which manufactures organic soups, sauces, pesto, hummus and salad dressing, and is one of the first eight food companies to successfully complete South Cork Enterprise Board's inaugural Advanced Food Marketing programme.

This week saw the South Cork Enterprise Board host an Awards Ceremony in the Maryborough Hotel, in Cork, for the first eight food companies to successfully complete its inaugural Advanced Food Marketing programme. The South Cork Enterprise board employed the expert services of leading brand marketing consultancy Bullseye Food Marketing to run the programme, which helped small to medium sized food companies in the region to improve their sales & marketing techniques. The programme is funded by the Irish government and part-financed by the European Union under the National Development Plan 2007-2013.

The programme called "Advanced Food" consists of twelve months of one to one mentoring, as well as five marketing workshops, various market visits, trade show participation, and the formulation of a structured marketing brand plan, which identifies clear marketing action points for each food company involved.

According to Conor Hyde of Bullseye Food Marketing, "Bad marketing is one of the top three reasons why food companies fail. But Small food companies often don't have the time or skills required to market their brands properly. Even the smallest Irish food company, on a limited budget, can and should develop a strong brand to survive in today's competitive retail environment. The aim of this programme is to significantly increase each food company's turnover at the end of the 12-month period. Throughout the year we monitor and evaluate the progress each food company makes against its marketing goals and we provide a brand plan for the future at the end. With its tradition of high quality food it is no surprise that the Irish speciality food and drink market is thriving. The Irish consumer is now seeking new and innovative speciality food products, driven by health, convenience, authenticity, and taste. This programme helps food companies to deliver to consumers exactly what they crave. We ensured that each company develops the correct product with the right unique selling points, best packaging, optimum price points, and effective distribution, in order to maximize their sales." says Conor Hyde of Bullseye Food Marketing.

Speaking at the Advanced Foods Awards Ceremony Sean O' Sullivan, South Cork Enterprise Board CEO, commented "The South Cork Enterprise Board is delighted to be associated with such an innovative and proactive Food marketing Programme. This programme supports our local food companies in learning how to capitalise on current consumer trends and ensure that their product range delivers on those consumer demands. The companies here today have clearly achieved great success throughout the year in developing their brands, enabling them to become more competitive and contribute to economic growth".

Guest speaker at the Awards Ceremony was Yasmin Hyde, Managing Director, Ballymaloe Country Relish. Congratulating the participants on their successful completion of the programme Yasmin commented "As I well know there are numerous challenges to setting up and growing a food business from scratch. There is a policy at large to produce in volume and sell as cheap as possible, limiting the quality speciality food to the discerning consumer. However I believe there should be a more concentrated focus on promoting quality Irish foods and am delighted to see the South Cork Enterprise Board develop this speciality food marketing programme to this end. There is no denying that this programme has contributed greatly to the successful development of a range of new and innovative speciality food producers in the South Cork region".