



DONNELLY

DONNELLY

Donnelly Group is a family owned company started by Anthony Donnelly in 1979

Located in St Margaret's Co Dublin



Donnelly Group

**Donnelly Fruit & Veg
Wonderfoods
Glan Aris**

**Donnelly
Foodservice**



- **January 2011**

Little or no presence in foodservice market

Foodservice part of 2011 development strategy

Bord Bia Foodservice Programme

November 2011

**Number of major Foodservice
Customers**

Distribution Partners

Contract Caterer

Cash & Carry

Sandwich Manufacturers

Focus : Specialist Salad Producer

**4 fold increase in Foodservice
turnover and growing....**



**How did
we get there?**



Put Foodservice on the agenda within the business

- Assigned responsibility
- Forms part of internal KPIs
- Part of our general business strategy



Segment the market

- **Understand the various channels – RESEARCH**
 - **Who are the operators ?**
 - **What are their requirements ?**

Use Bord Bia Foodservice Market Directory as point of reference

Some channels will suit your products better than others

Put together active prospect list of customers

Identify Products

Match your products to fit your target channel

Understand the customer (and ultimately end consumer) requirements and what 'need' the product fulfills

- **Labour saving**
- **Convenience**
- **New concept**
- **Meet specific nutritional requirement**

Align with distribution partner

- Logistics
- Industry knowledge
- Less risk for producer
- Understand distributor cost expectations
 - effect of the cost on product for the end consumer
- Getting listed is just the start
 - Distributor could have up to 10,000 products on their books – necessitates selling at your end

Get Your Kit Together!

- **Branding is not just for retail**
- **Development of Donnelly Foodservice identity**
 - Labeling
 - Brochure
 - Website





DONNELLY

DONNELLY
= FOOD SERVICE =



DONNELLY — FOOD SERVICE —



At Donnelly Food Service we produce great tasting deli salads, ready to eat salad leaves, and prepared vegetables. Creating great food is at the heart of everything we do. It requires super ingredients prepared with care and a touch of imagination. It's what makes Donnelly Food Service different.

Our talented NPD chefs are focused on discovering new and innovative ways to help you to deliver a ready to eat meal solution for your customers. We do all the preparation so you don't have to. All our products are produced daily at our state of the art BRC accredited facility. We can supply you with our best seasonal range or alternatively work with you to create a bespoke solution for your business.

Need great food? Just Ask...



LEAFY SALAD RANGE

From tender lamb's lettuce, to robust escarole and from peppery rocket to fresh iceberg, at Donnelly Food Service we can provide you with a varied range of fresh salad leaves which will add texture and color to any dish.

Available in 500g or 1kg our freshest washed and ready to use salad leaves includes: Italian Mixed leaves, Iceberg, Baby Leafy Mix, Malibu Mix, Rocket, Spinach, Cos lettuce and Red Chard.



DELI SALAD RANGE

Our deli salad range lets you offer your customer a great tasting salad solution. Each salad is produced daily from the finest and freshest ingredients. We believe in offering you a more creative salad solution... it's not all about coleslaw (although we do produce a cracking one!). What's special about us is that we use different ingredients, our own handmade dressings, unusual grains and fresh crunchy veg.

Here's a selection of some of our products:

Ped Thai Noodle Salad	Giant Fennel Pasta with Pesto & Pine nuts
Charlotte Potato Salad with Crème Fraiche	Shredded Carrot & Mixed Seeds
Quinoa with Pomegranate Seeds	Herb Cous Cous with Pistachio Nuts
Beetroot & Carrot with Honey & Balsamic Dressing	Chicken with Roasted Red Peppers
Sweet Chili & Cranberry Slaw	Roast Potato & Sunblush Tomato



FOOD SERVICE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam nisl ligula, fringilla vel consectetur vel, hendrerit vel tortor. Sed hendrerit accumsan diam pellentesque semper. In a augue eget odio cursus.



Donnelly Leafy Salads

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at nisi sit amet urna tristique gravida in et lacus. Vestibulum quis neque elit. Donec facilisis dui ut nisi Lorem ipsum.



Prepared Vegetables

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at nisi sit amet urna tristique gravida in et lacus. Vestibulum quis neque elit. Donec facilisis dui ut nisi Lorem ipsum.



Deli Salad Range

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed at nisi sit amet urna tristique gravida in et lacus. Vestibulum quis neque elit. Donec facilisis dui ut nisi Lorem ipsum.

Roslin Food Park, St Margarets,

Co. Dublin, Ireland

Phone: + 353 1 890 8100

Email: info@donnelly.ie

SITE BY: CREATIVE INC



Points to Remember

1. Not all channels will suit your product range
2. Consider packaging (size matters!) & foodservice branding
3. Short order to delivery lead time is norm
4. 100% service level requirement
5. Consider shelf life
6. Keep relationship with end customer – hotel chain/ contract caterer etc
7. Use resources available in Bord Bia



Thank You!

Ciara McCormack

ciara.mccormack@wonderfoods.ie

Mobile : 087 980 4116

www.donnelly.ie