



## **A Route To Market for the Irish Foodservice Industry**

**Peter Foley** SVP – Finance, Procurement & Marketing



You may have spotted our **trucks**



# Origins



# Origins

- Geary family
- Newcastle West, County Limerick
- Ambitious journey into foodservice
- From 5 to 900 employees



1st Exhibition at Glen Eagle Killarney 1985

L/R John Queally and Tadgh Geary





# Early Days – Nationwide Delivery



Early Days



# Foodservice – What's it all about?



## Food + Service





# The Customer



Customers – Wherever food is consumed outside the home



**Coffee Shop**



**Hospital**



# Customers



## Restaurant Chain



## At Work Canteen



# Customers



## Event Catering



## Pubs



# The Food





# What we sell



# Category Specialists



David McCullagh: Health &  
Organic Specialist

Do you know  
we have over  
**500**  
Organic Lines  
in stock?

**Organic**

SMALL CHANGES  
BIG DIFFERENCE

Your AREA SALES  
MANAGER can  
help you create  
Organic options  
for your menu!

**Buy organic**  
Know what's in your food



# Sourcing World Class Food



Local



Global



# Sourcing **World Class Food** Supporting Local



Local - 66%



Global









# Product Sourcing - Ireland



Largest buyer of Irish artisan cheese

# Product Sourcing - Ireland



Partnerships - Consistency, Trust

# Special Lines



28/02/03

## Limerick company put rattlesnake on the menu

BASED at Newcastle West, Pallas Foods, one of the country's largest suppliers of foods to the retail and catering sectors, this week launched their Food Book at the Catex

Food Fair in the RDS.

The company, which sources and supplies all types of food, says there is evidence of considerable change in consumer food trends with retailers requiring more exotic

and rare foods.

"We have responded to this demand with a vast choice covering everything from quail and pheasant to rattlesnake, ostrich and crocodile," a spokesperson for the

company revealed.

The company sources beef, pork, bacon, lamb, chicken and eggs from recognised quality assurance schemes.

### Loved and le

A PAIR of (medium) pearl Irreplaceable sentimental Airport between midnight contact 086-165 1020 if yo



# CLO



# Supporting Irish Jobs



**28,595:** THE NUMBER OF ADDITIONAL JOBS PALLAS FOODS  
ALSO SUPPORTS ON THE ISLAND OF IRELAND\*

**N. IRELAND**  
**6,608**


**LEINSTER**  
**13,872**

**MUNSTER**  
**7,840**

**CONNAUGHT**  
**365**

*\* Details obtained through a direct telephone survey to our suppliers*

# Market Trends?

- Dublin 
- Assured QA
- Specials Board
- Value





# Market Trends?

- Blending Foodservice and Retail
- Healthier options, salad bars, breads with seeds, etc
- Provenance
- Artisan
- Dietary



# Suppliers' Checklist



- Incremental sales?
- Comply with QA standards
  - Legally compliant
  - Paperwork
  - Temperature control
- Order management
  - delivery at agreed time, pallet labelling
  - Invoicing and statements – order tracking



# Tips for Suppliers



- Raise awareness of your brand
- Brochures, flyers, POS
- Social media
- Trade shows



# The Service



# How the Chef works

- Chefs devises menu
- **Orders the ingredients**
- Prints the menu
- Briefs the waiting staff





# Menu

## HORS D'OEUVRES

Mini grilled cheese with tomato-fennel soup dip  
Dungeness crab cakes with citrus caper aioli  
Walnut crusted tartlets with  
Fennel, apple, onion & gruyere

## MAIN ENTRÉE

Baby spinach salad  
Roasted garlic mashed potatoes  
Roasted garlic and basil stuffed chicken breast  
Grilled fillet mignon  
Marinated and grilled vegetable  
Assorted artisan bread and rolls

## DESSERT

White wedding cake with chocolate ganache  
Flambéed bananas, espresso ice cream  
Lemon curd crepes  
Grand marnier strawberries  
Coconut sorbet

*Enjoy your evening*



## MAIN ENTRÉE

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Roasted garlic and basil stuffed chicken breast  
Grilled fillet mignon

Marinated and grilled vegetable platter  
Assorted artisan bread and rolls

## DESSERT

White wedding cake with chocolate ganache

We love Chefs



Chefs **know much more** than accountants about...



- **Just In Time** stock management
- **Gross Profit**

I.T.



- Operational Imperative
- Management Information
- Ordering Online
- CRM



It's a jungle out there!

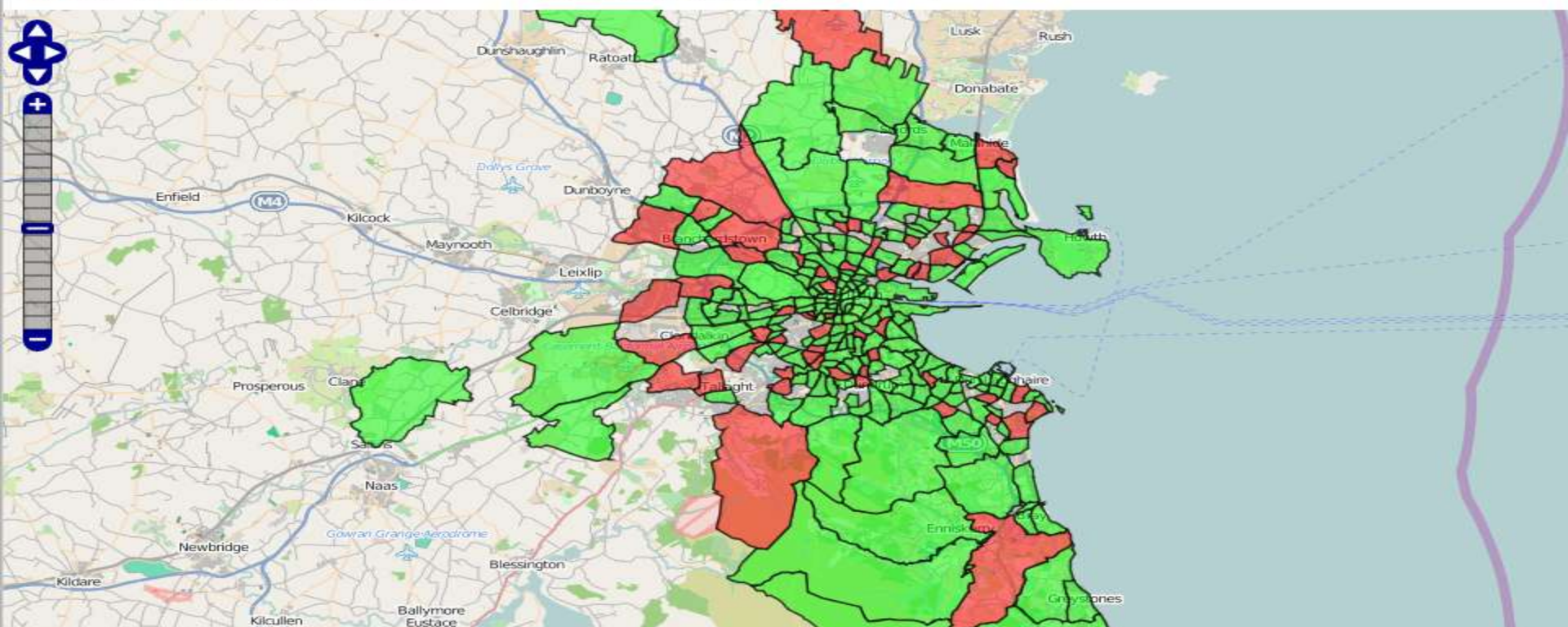
Good things  
come from  
**Sysco**



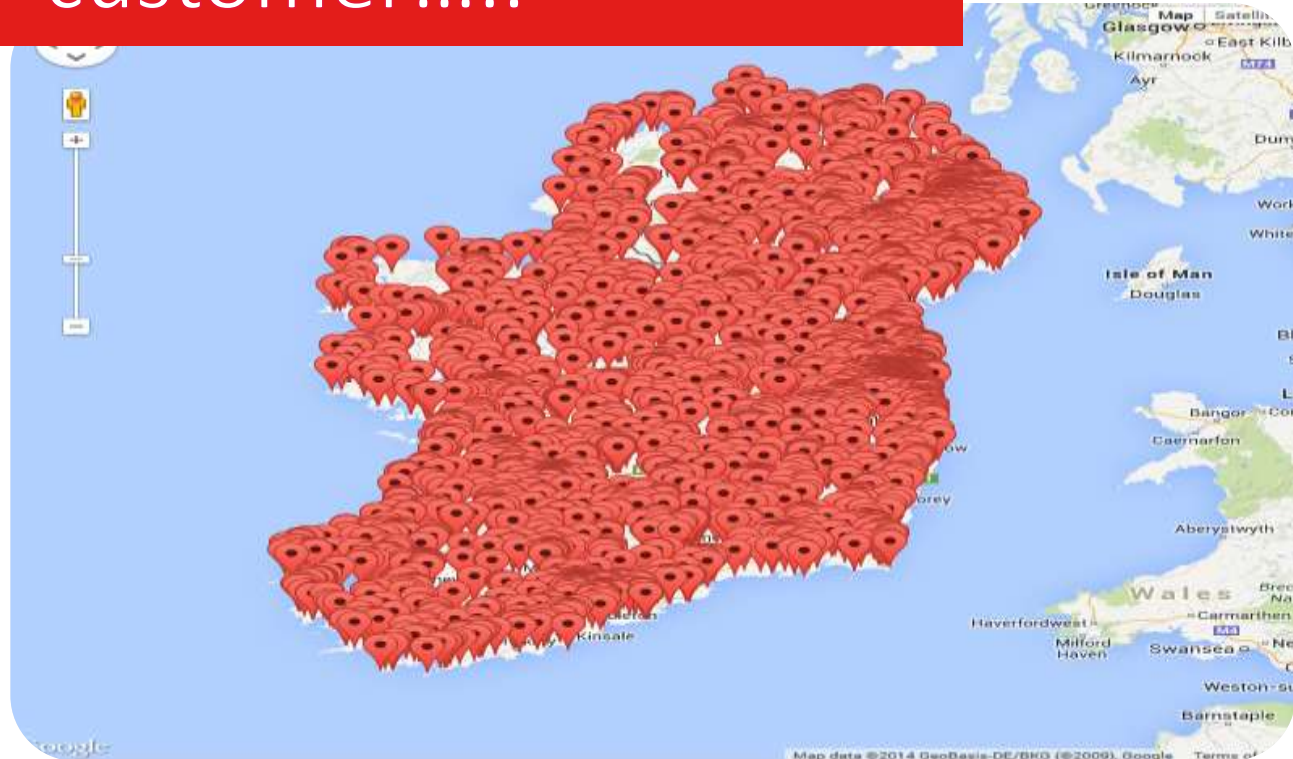
Dimensional INSIGHT WELCOME TO PALLAS INTRANET LIVE

Testing Map | Test Map Coloured by Rep | Testing Map | Non Food Map | Ireland Full Test

>> You are here: Testing Map  
Sales Manager 040-Irwin Mahon - Dublin Sales Rep All Values (12)



If there's a foodservice  
customer.....

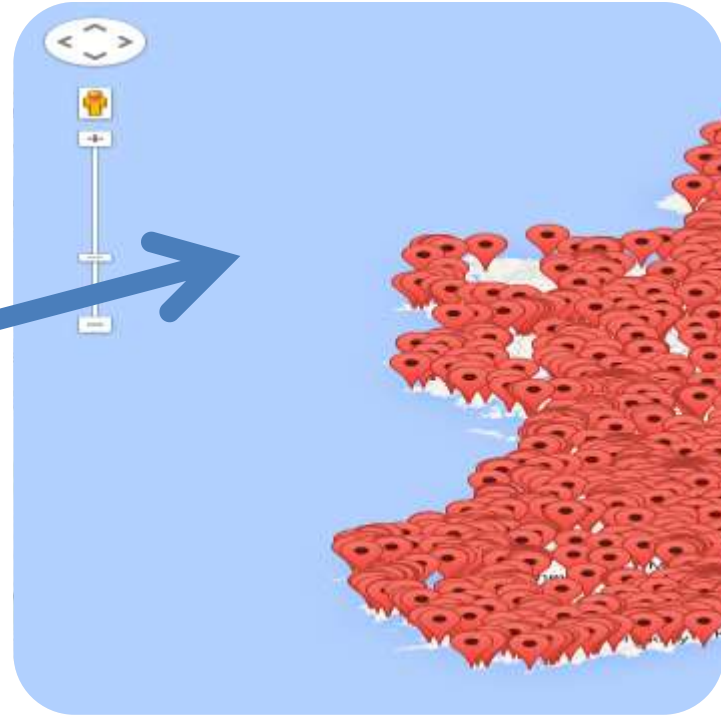




If there's a foodservice  
customer.....



# If there's a Foodservice Customer





# Award Winning Service



Good things  
come from  
**Sysco**<sup>®</sup>

Good things  
come from  
**Sysco**



\$44bn turnover

188 business units

18% of US foodservice market

Acquired Pallas 2009



# Multinational Food Corporations in Ireland



# Multinational Food Corporations in Ireland



Market Entry via indigenous business



# Blending Pallas Foods & Sysco



## Pallas Foods

- Pallas brand
- Management team
- Local strategy
- Passion
- Culture

## Sysco

- Global purchasing
- Expertise
- Exporting Irish Food
- Business metrics
- € Investment in Ireland

# Acquisitions



## Grow Geographical Reach

- Crossgar Foodservice:
  - Acquired 2012
  - Northern Ireland market
- Overlap in businesses



# Acquisitions

## Grow Product Offering

Keelings Farm Fresh:

- Excellent Supplier Partner
- From 2% to 15%



# The next phase 2015



Pallas Foods



Route To Market Proposition



# Route to Market



	Pallas
Sales Growth	X
Best island coverage	X
Most efficient	X
Passion for Foodservice	X
Partnership	X
Innovator	X
Financial surety	x



Route to Market

Only  
**2 Delivery  
Points**

We take care of the rest...



1985



2015





Go raibh míle maith agaibh



Peter Foley



@foleystweets