

Irish Retail Route to Market

Wednesday 7th October 2015

Retail Segmentation

Symbols



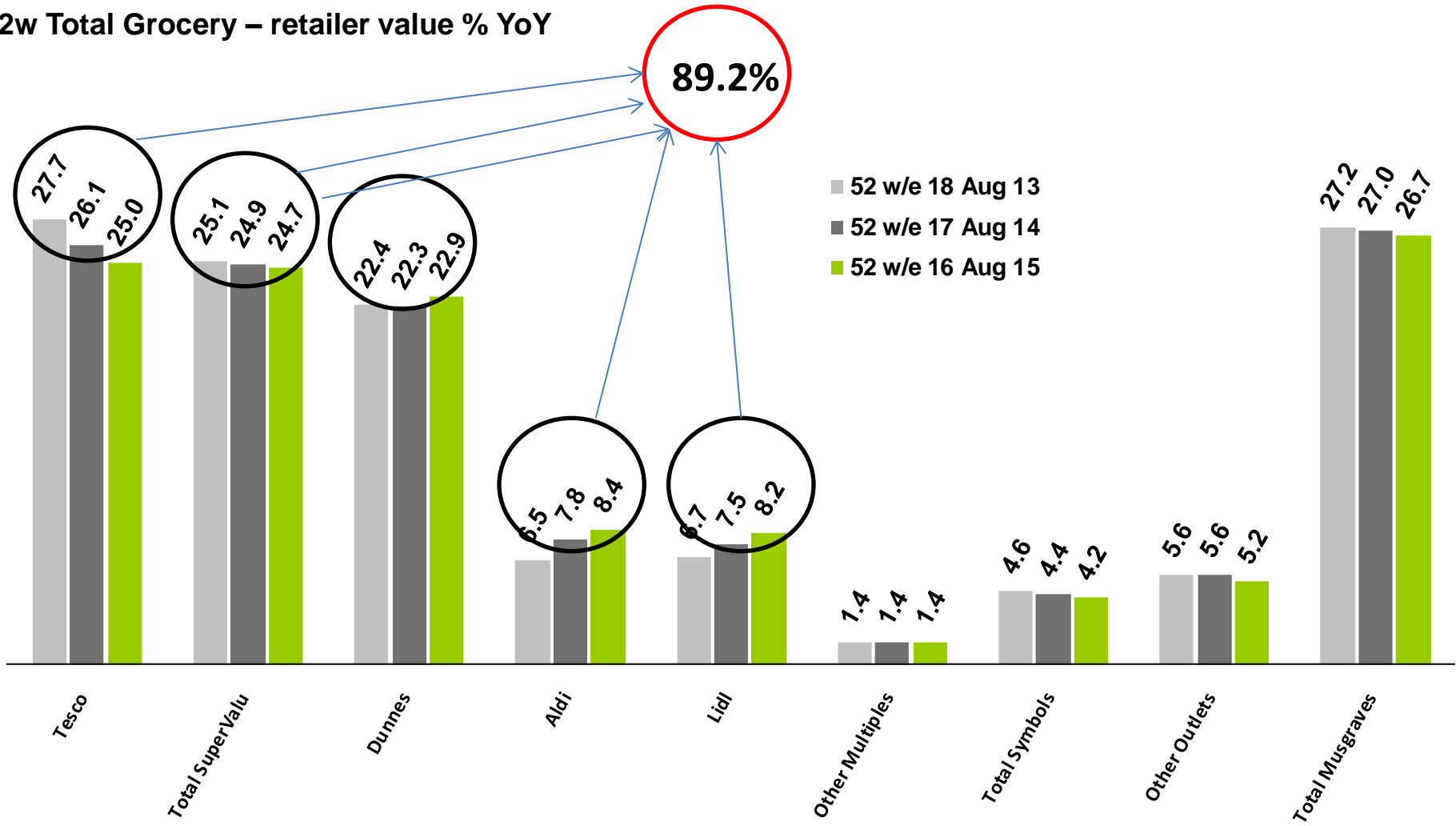
Multiples



Discounters



52w Total Grocery – retailer value % YoY



Route to Market



Direct Approach



DIRECT



Symbol



Multiple



Discounter





Indirect Approach



TASTE BUD

TESCO & BORD BIA
helpin

As the world's biggest buyer of Irish food
& drink, we are delighted to support
fantastic Irish suppliers to develop the skills
to grow with Tesco at home and abroad.

**Congratulations
to 20 Irish suppliers
who are joining the
2015 Tesco
Taste Bud
programme
with Bord Bia**

TESCO

Every little helps

SuperValu
Real Food, Real People



SuperValu
Real Food, Real People

**Giving Small
Producers a Big Chance**

FOOD ACADEMY PROCESS

Step 1

Set up Food
Business

Step 2

Register
for Food
Academy

Step 3

Complete
Workshops
a. Consumer
b. Product
c. Sales

Step 4

SuperValu
one to one
Mentoring

Step 5

Start
Selling in
SuperValu
Stores



SPAR



DUNNES
STORES

MARKS &
SPENCER

MACE
We make it easy

Daybreak



Londis
Close to you

Costcutter



QUIK•PICK

**Create
Awareness**

Awards



Tabloid

Irish Independent 

**IRISH
FARMERS
JOURNAL**

**The Sunday
Business Post**


THE SUNDAY TIMES

 **Irish Examiner**

Bord Bia

Irish Food Board



Working
with nature



MARKETPLACE
INTERNATIONAL 2015

WORLD LEADERS. WORLD CLASS. WORLDWIDE

Trade Shows



Route to Market

(Physical) Distribution

Centralised Warehouse



Direct delivery



☐ IN-HOUSE
☒ OUTSOURCE



Logistics

Transactional

- Account management
- Financial relationship
- Quicker in.....
- One step removed

Remember!

- Your overall business objective
- Timing of the objective
- Investment required
- Standards required
- Your business capability