



# ***Bord Bia – Organic Industry Seminar Athlone***



***Bord Bia***  
Irish Food Board



Department of  
**Agriculture,  
Food and the Marine**

An Roinn  
**Talmhaíochta,  
Bia agus Mara**

# James Burke



- Born in West Cork
- Joined Superquinn in 1983
- Completed MBA in Stirling University
- Member of The TASTE Council
- Food mentor & programme manager for:
  - Bord Bia
  - Enterprise Ireland
  - Local Enterprise Offices

# ***Guide to Selling at Food Markets***



# What to Sell?

- Market research
- Packaging, branding & labelling
- Identifying your USPs
- Shelf life testing



# Getting Started at a Market

- Food safety standards
- EHO registration
- Insurance cover
- Choosing a market
- VAT
- Equipment



# Marketing Material

- Leaflet / Flyer
- Business cards
- Recipe cards
- Social media
- Website
- Text database





# Marketing your Business

- Awards
- Talks at clubs
- Celebrating the seasons
- Engaging with schools
- Free PR



# How to Sell

- Displays
- Pricing
- Tastings
- Lighting
- Great customer service
- Theatre of food
- Stimulate the senses





# Sales Best Practice

- Taste, Taste, Taste



# Sales Best Practice

- Taste, Taste, Taste



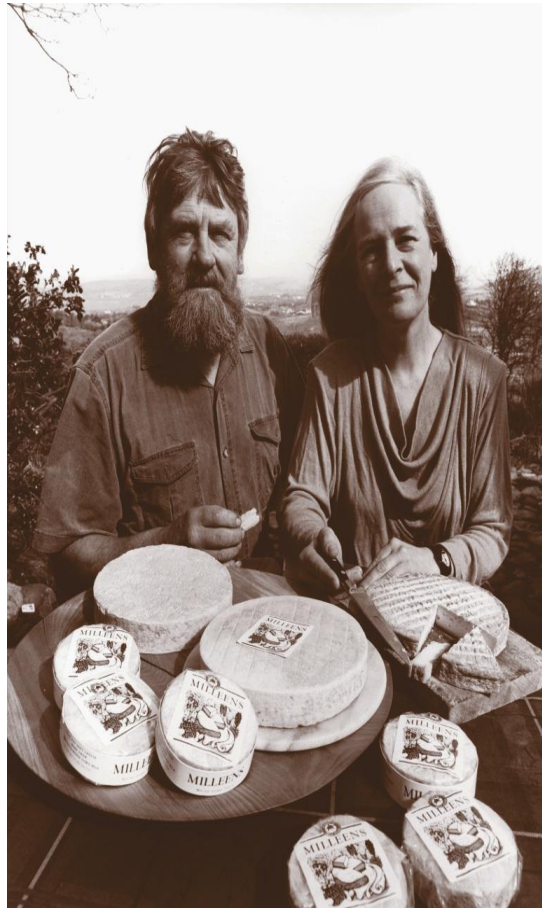
# Sales Best Practice

- Staff Training On:
  - Product Information
  - Recipe Suggestions
  - Customer Service
  - How To Build Loyalty
  - Hygiene and Legal Requirements
  - Quality Standards And Stock Rotation
  - General Housekeeping and Upkeep



# Sales Best Practice

- Importance Of Provenance



# Sales Best Practice

- Use Of Colour





# Sales Best Practice

- Use Of Colour





# Sales Best Practice

- Use Of Colour



# Sales Best Practice

- Use of Colour



# Sales Best Practice

- Clear/Neat Displays



# Sales Best Practice

- Good Signage



# Sales Best Practice

- Clear Signage





# Sales Best Practice

- Clear Signage





# Sales Best Practice

- Why You Are Different?



# Sales Best Practice

- Overflowing Displays



# Sales Best Practice

- Prepack Range



# Sales Best Practice

- Ongoing Theatre





# Sales Best Practice

- Theatre



# Sales Best Practice

- Variety





# Sales Best Practice

- Let The Customer Choose



# ● ● ● | Sales Best Practice



# Sales Best Practice

- Adequate Float



# Sales Best Practice

- Make It Comfortable



# Sales Best Practice

- Be Comfortable Yourself





# Sales Best Practice

## ○ Customer Service

- Giving the consumer product to taste, detailing the ingredients.
- Providing information about your company and the production process involved.
- Suggesting some recipe ideas/usage occasions.
- Recommending a product from another market stall that will complement yours.
- Giving some useful storage instructions.



# Sales Best Practice

- Be Different And Funky



# Sales Best Practice

- Create a Brand



# Sales Best Practice

- Foodie Display



# Sales Best Practice

- Foodie Display



# Sales Best Practice

- Volume

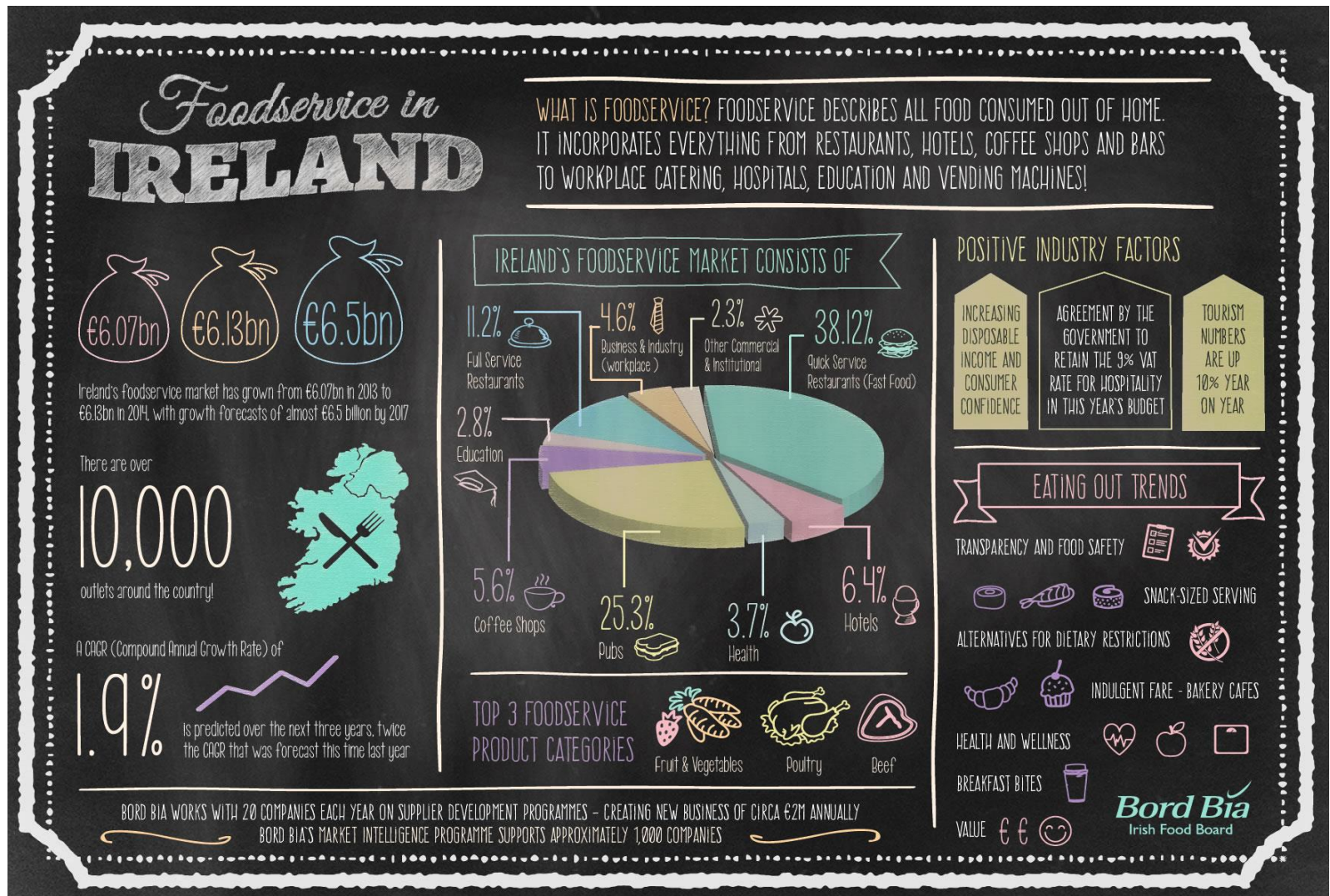




# ***Guide to Selling into the Foodservice Sector***



# 1. Understand the Foodservice Sector



## 2. Research the channels & Decide on Most Suited

COMMERCIAL SECTOR						INSTITUTIONAL (COST) SECTOR		
QUICK SERVICE RESTAURANTS	FULL SERVICE RESTAURANTS	COFFEE SHOPS	HOTELS	LEISURE & EVENTS	TRAVEL	BUSINESS & INDUSTRY	HEALTH	GOVERNMENT
Abrakebabra Group (Abrakebabra)	Avoca Handweavers	BB's Coffee & Muffins	Carlson Rezidor Hotel Group	Dobbins Outdoor	Aer Lingus	ARAMARK Ireland	HSE	Defence Forces
(O'Brien Sandwich Bar: The Bagel Factory) (GBK) (Yo Sushi)	Brambles	Butlers Chocolate Cafe	Choice Hotels Ireland	Feast	EFG Catering	Baxter Storey		Irish Prison Service
Domino's Pizza	Eddie Rockets	Esquire Coffee Houses	Dalata Mgmt Services	Fitzers Catering	Gate Gourmet Ireland	Carroll Foodservice Ltd.		
McDonald's	Entertainment Enterprise Group (Dante Restaurants) (Hard Rock Cafe) (Leisureplex)	Insomnia	Doyle Collection (The)	JC Catering	HMSHost Ireland Ltd.	Compass Group		
Subway	(Mao Restaurants) (Starbucks) (TGI Fridays)	MBCC Foods (Ireland) T/A Costa Coffee *new	Limerick Strand Hotel	Masterchefs Hospitality	Irish Ferries	Corporate Catering Services Ltd.		
Supermacs	Itsa	Quigleys Café, Bakery, Deli	Moran & Bewley's Hotels	Prestrige Catering Ltd.	Rail Gourmet	Gather & Gather *new		
<u>Forecourt Convenience</u>	Porterhouse Brewing Company	Streaf cafes (The)	PREM Group	The Right Catering Company	Retail in Motion	KSG		
Applegreen	Wagamama		Talbot Hotel Group *new	With Taste	SSP	Mount Charles Group *new		
Topaz			Tifco			Premier Dining		
						Q Café Co. Ltd.		
						Sodexo		
						Urban Picnic *new		



### 3. Research the Needs of your Chosen Channel





## 4. Choose Suitable Operators for you





## 5. Research the Needs of that Operator



## 6. Calculate the Commercial Model



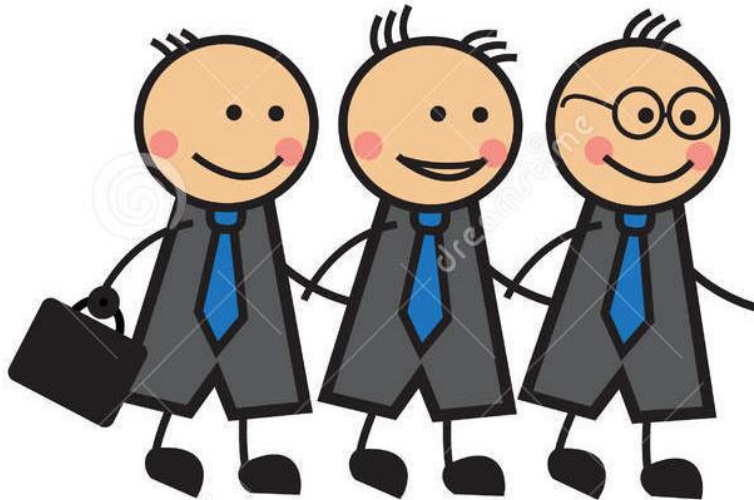
## 7. Plan your Distribution



## 8. Plan your Promotional Support



## 9. Present to the Operator





# 10. Think Solutions Not Problems



# 11. Push for Menu Partnership



## An Organic & Wild Food Dinner Menu



**Our Own Smoked Beef, Marinated Wild Ceps, Rocket Salad**

Harvests from

Purcell's Farm, Healy's Farm, Macreddin Village Woods

**St Tola Goats Cheese in Ashed Harvest Hay 2013,  
Beetroot, Oatflake Tuile, Elderflower Jelly**

Harvests from

Inagh Farm, Healy's Farm, Kilbeggan Farm, Macreddin Farm

**Out of Kilmore Quay, Grilled Wild Mackerel with Shaved Fennel,  
Smoked Chilli Yoghurt**

Harvests from

Colin O'Shea, Healy's Farm, Mossfield Farm, Macreddin Village Smoke House

**From The Barley Harvest 2013, Breast of Wild Wood Pigeon, Crispy  
Coppa, Mixed Leaves, White Tomato Foam**

Harvests from

Mick Healy, Healy's Farm, Denis Healy, Crowes Farm

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