



CLONAKILTY
FOOD CO.

HISTORY



Johanna O'Brien

Clonakilty Blackpudding Co. has its origins in a farmhouse in rural West Cork, Ireland.

The secret recipe for Clonakilty Blackpudding dates back to the 1880's, it has been passed through the generations and the current guardians of the secret recipe are the Twomey family.

UK MARKET

Supplying traditional Irish Expat community in London



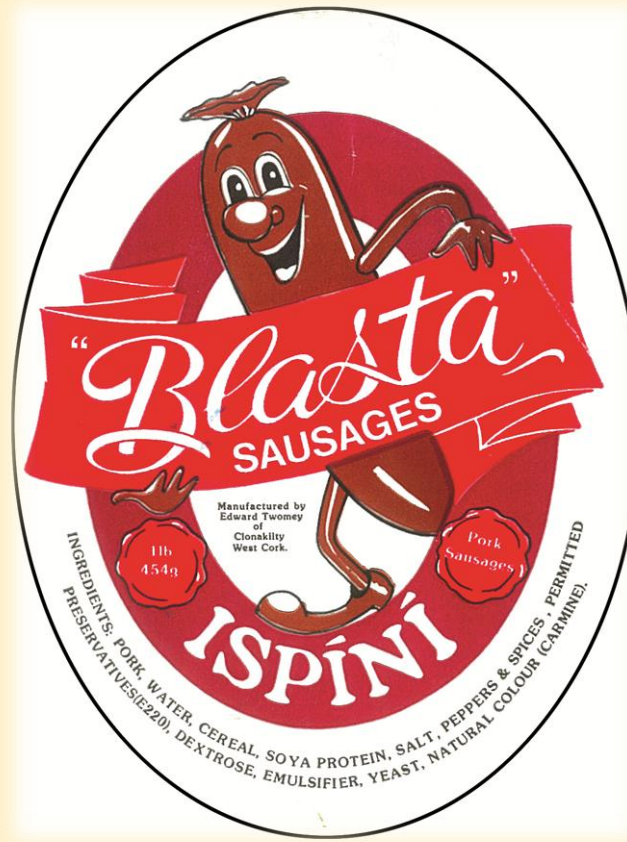
In 2011 in conjunction with Bord Bia we undertook a market study of the UK.

MARKET REVIEW



- Potential Retail Customers
- Blackpudding Market size and potential.
- Competitors
- Product presentation
- Route to market
- Price positioning

WE MADE MISTAKES



A REVISED LOOK



280g



200g

LOGISTICS



BUYER PRESENTATION

- Brief company profile and history
- Show your successes to date i.e. Irish Market / London Expat Market
- Show buyer capacity to supply
- Outline potential of your product
 - How can your product add value to their category
- Understand your customer needs
- Present your product in the best format / packaging you can.
- Be confident and best of luck!

MARKETING



Brand awareness

- Product promotions
- Consumer shows
- Social Media
- Print advertising
- Official Launch

*UK success in 2012 for Clonakilty Food Co.
Colette Twomey, managing director, Clonakilty Food Co.
with Aidan Cotter, chief executive of Bord Bia.*



THANK YOU