

Joe Manning
Ambient Category Director
Tesco Ireland

**Positioning your business to take
advantage of export opportunities**

We are a team of over 500,000 people in 12 markets dedicated to providing the most compelling offer to our customers.



148 Stores

Tesco.ie
86% coverage

**15,000
Colleagues**

**11,000
Farming
Families**

**400 Irish
Suppliers**



Export Opportunities

Export Opportunities with Tesco Ireland



**Annual Supplier
Showcase**



**Bord Bia Development
Programme**

BORD BIA & TESCO SUPPLIER PROGRAMME 2014

16M 
ILLION EURO
WORTH OF IRISH FOOD & DRINK
SALES DELIVERED BY BORD BIA
/ TESCO PROGRAMME

50 IRISH 33 & 17
FOOD & DRINK COMPANIES
JOINING THE PROGRAMME
IN TOTAL
IN 2012 & 2013
IN 2014

706M 
ILLION EURO
WORTH EXPORTS OF IRISH FOOD PRODUCTS TO TESCO WORLDWIDE *

 100%
THE FRESH BEEF, PORK, LAMB, MILK & EGGS
SOLD IN TESCO IRELAND STORES IS 100% IRISH

2.7BN
EURO, THE VALUE OF TESCO IRELAND
TO THE IRISH ECONOMY *

11,000 
IRISH FARM FAMILIES ARE SUPPLYING THEIR PRODUCE TO TESCO

 100%
 100%
THE FRESH BEEF, PORK, LAMB, MILK & EGGS
SOLD IN TESCO IRELAND STORES IS 100% IRISH

146 
TESCO IRELAND STORES

400 
IRISH FOOD & DRINK COMPANIES ARE SUPPLYING TESCO



TESCO IS THE LARGEST
PURCHASER OF IRISH FOOD
& DRINK IN THE WORLD

15,000
THE NUMBER OF TESCO IRELAND EMPLOYEES

6,784
TESCO STORES WORLDWIDE
OPERATING IN 12 MARKETS

*Sources: Indecon Report "Assessment of the Economic Impact of Tesco on the Irish Economy" March 2012

Bord Bia Development Programme 2014

- 2014 programme participants have recorded €7.7million in sales with Tesco Ireland

Export



National



Local



Some Previous Participants



**What is the Tesco
buyer looking for?**

What is the Tesco buyer looking for?



On Trend

Provenance



Passionate
People

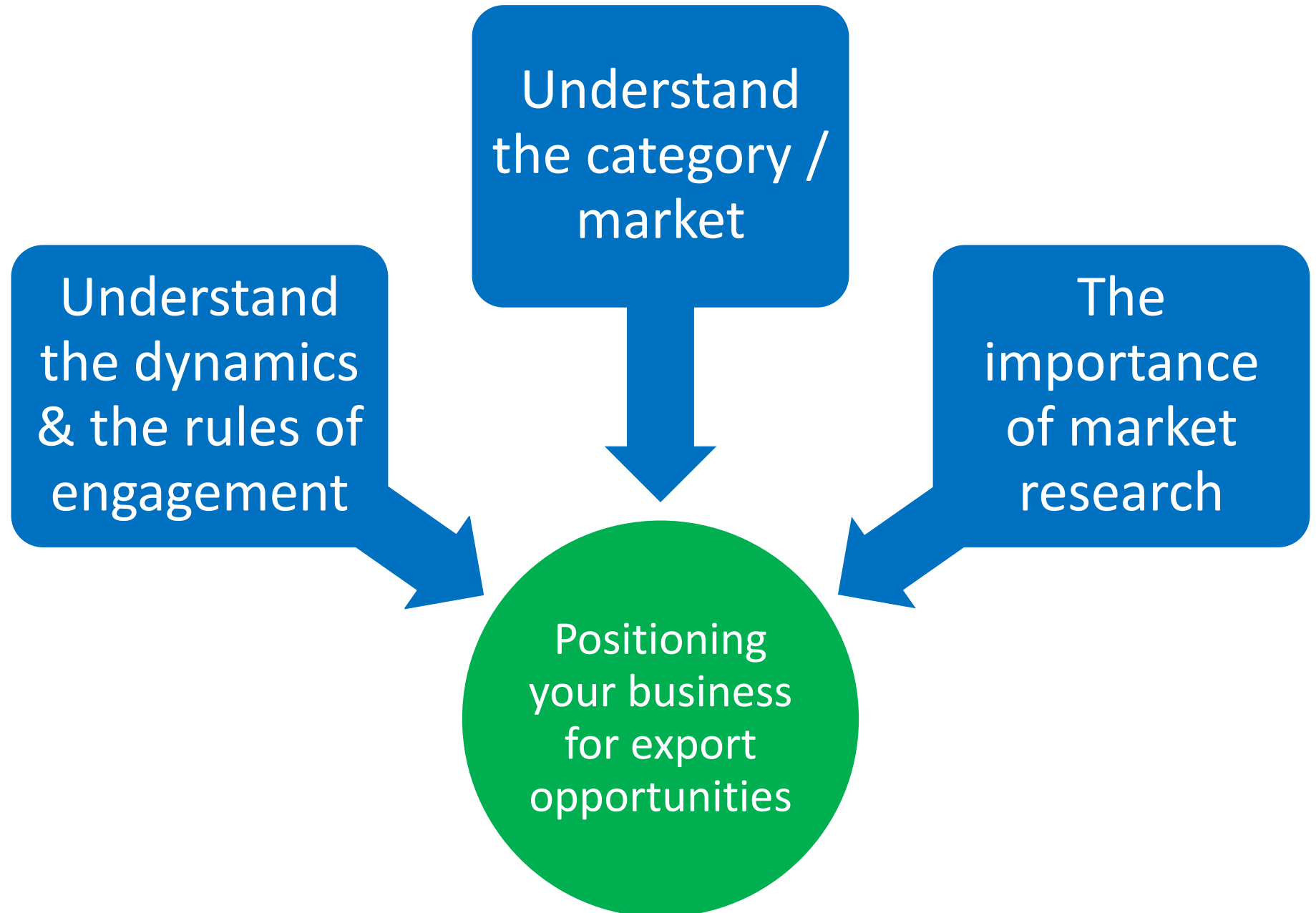
Category Review Process

- Not a mystery
- Annual plan
- Opportunity to refresh a category
- Link in with Irish buyers to understand the UK plan
- Timing



**Taking advantage of
export opportunities**

Positioning your business for export



Rules of Engagement with the UK Market

Is your business fully committed to supplying the UK?

Is your product different?

Do you have the expertise / people / systems?

Is there an understanding of the service levels required?

Can you scale up to supply demand?

Can we compete in this market place?

Can you grow the category?

Understand the Category / Market



Links with Irish buyers
/ Tesco Ireland export
programme



Pitching the product at
the right price



Marketing & PR
support



Differentiated product



Provenance



Passionate people

Importance of Market Research





Thankyou

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