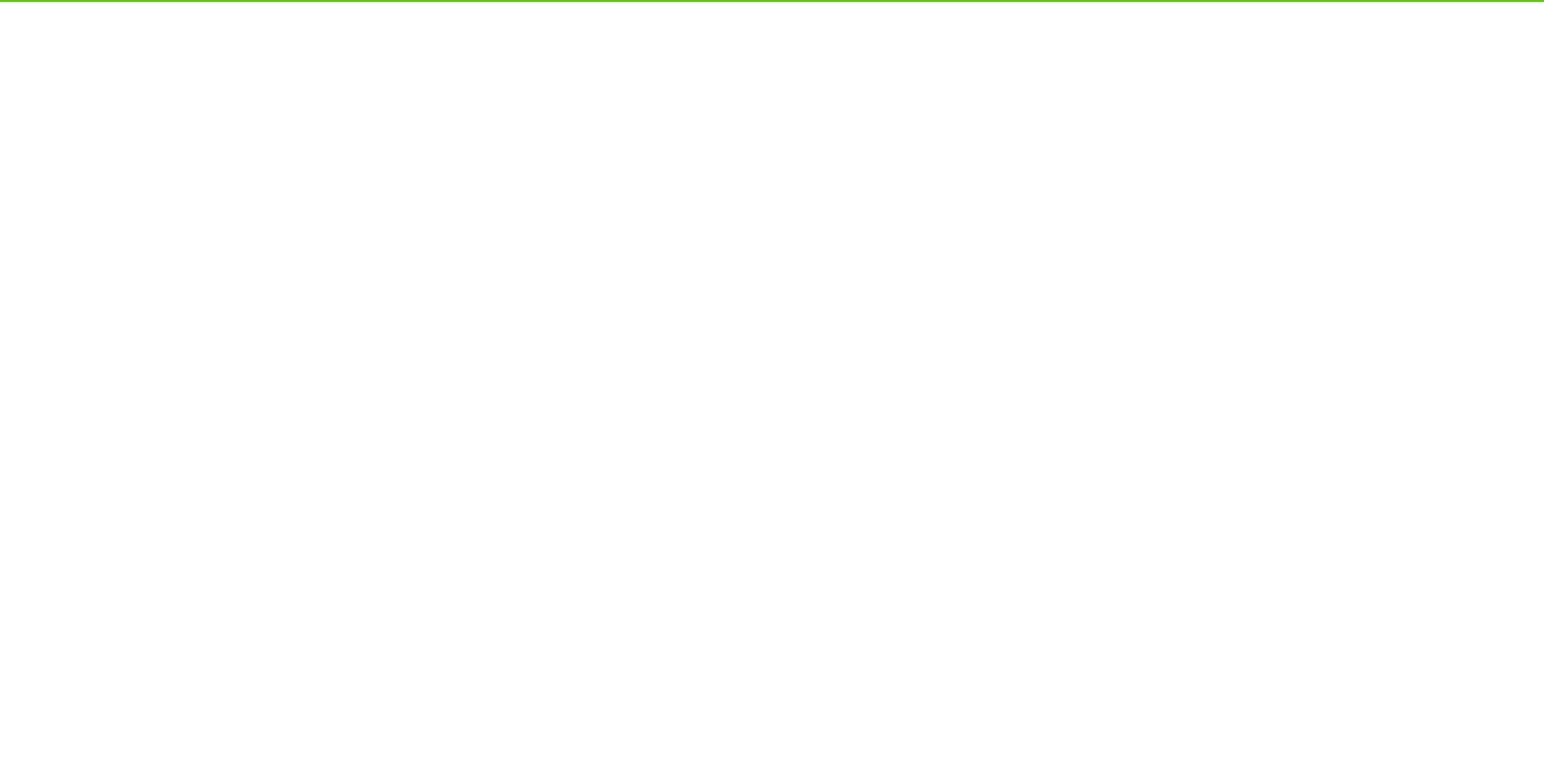


Bord Bia Supports for your business in 2016

Eileen Bentley

19 January 2016



Growing the success of Irish food & horticulture

Strategic Pillars

Informed by consumer insight

Enabled by valued people, talent and infrastructure

Underpinned by Origin Green

Realised by effective routes to market

Supported by strong brand communications in the digital age

Informed by Consumer Insight

The Thinking House: The Bord Bia Insight Centre



Inspired by global best practice, tailored to meet the unique needs of our own indigenous industry

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

1: Informed by Consumer Insight – Consumer & Sector Studies

Vision:

- General Studies 2016:
- Protein, Breakfast, Free-From



Sector Research 2016:

- Home Baking & Ingredients
- Frozen – health & wellness
- Sauces and Sweet Spreads - innovation



Consumer Insight – Building your Brand

SuperBrands for Smaller Businesses

A SYNDICATED BRANDING AND INNOVATION
SERVICE FOR IRISH FOOD & DRINK

Consumer Insights Team

Growth through consumer understanding

SuperBrands for Smaller Businesses, run by experienced marketers and award winning researchers, is an end to end service which starts with understanding your category and consumer right through to how your pack presents on shelf. **SuperBrands** increases your chances of market success by putting the consumer at the heart of the brand and innovation process.

SuperBrands involves three simple steps:



Stage 1: Groundwork

Groundwork to understand your business issue, the market context and who your target consumer is.



Stage 2: Exploration

Exploration using qualitative research to generate deep consumer insights about your brand. We will recruit your target consumers in the UK and Ireland and conduct 6 face to face group discussions. Note as this is a syndicated service other non competing brands (no more than 3) will also be discussed in these groups.



Stage 3: Expression

Expression through the creation of a design brief right through to final brand design including pack design.

QUALIFYING CRITERIA

The programme is open to any food/drink business manufacturing in Ireland with a turnover of under €5million. Participating businesses must have a current listing in retail or food service and have a desire to develop their brand/innovations for launch in the Irish or UK market.

INVESTMENT

The cost of completing the branding/innovation process will be €5000.

CONTACT

For further details on SuperBrands contact:

rory.mcdonnell@bordbia.ie



Inspiration Expeditions!

Growing the success of Irish food & horticulture



**Enabled by People,
Producers & Infrastructure**



Growing the success of Irish food & horticulture

Bord Bia Marketing Fellowship 2016



Growing the success of Irish food & horticulture




Food Works is looking for the next food entrepreneurs for global success



The food landscape in Ireland is dynamic, competitive and constantly evolving. Food is a vital sector in Irish Industry as demonstrated by the governments' commitment to Harvest 2020 and FoodWise 2025, which suggests that Ireland's food industry export value has the potential to grow to €19bn per annum by 2025, which would represent an 85% increase from the current three year average. Other key data regarding the food industry includes:

- Food represents 12.3% of Ireland's total export
- Contributes to 8.8% of total employment (DAFM 2014)

www.foodworksireland.ie



MAP & Step-Change Fund

2016 applications close 22nd January!

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EVENTS

[VIEW ALL »](#)

19 JANUARY 2016 Bord Bia's Small Business Open Day 2016

Bord Bia's Small Business Open Day 2016
Tuesday 19th January 2016 Johnstown House
Hotel, Enfield, Co Meath Small Business
Open Day - Global Trends...

[MORE](#)

24 JANUARY 2016 Food Expo Denmark

Name: Food Expo Denmark Date: 24 – 26
January Location: MCH Messecenter,
Herning, Denmark Contact: sb@mch.dk
Website:...

[MORE](#)

26 JANUARY 2016 Cheese Institute Starter

Programme: Cheese Institute Starter Date:
26th - 28th January 2016 Location: Teagasc
Moorepark, Fermoy, Co...

[MORE](#)

WHAT'S HOT

Healthy Business

...e who have verified
...inability has benefits for your

Origin Green

Origin Green is a unique programme which
will allow Ireland to become a world leader
in sustainable high quality food and drink
production. The...



New Grant Opportunities for 2016

Applications are now open for Bord Bia's
Marketing Assistance Programme 2016
(MAP) and Step Change Programme 2016
(SCP). The MAP is open to...



Bakery

New research has been recently undertaken
by Bord Bia into the cakes and pastries
category with the aim of providing insights
into current consumer...

BORD BIA VANTAGE

Marketing know-how for Small Business

www.bordbiavantage.ie

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Irish Food Board

Realised by effective routes to market



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The Enquiry Service: Did you Know?



2,600 enquiries in 2015



**Most requested topic:
Market Information**



**Most requested market:
ROI**

Report Sources Include:



Enquiries to: info@bordbia.ie

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Market Information

Sector Specific Reports 2016

- Chilled (ROI/UK)
- Frozen (Ger)
- Value Added Meats (Ger)
- Gluten free bakery (UK, SWE)

Direct to Consumer – New Regional Workshop Programme



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Ireland & UK Market Programmes



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Market Study Visits 2016

March

2nd – London (Speciality)

31st – Paris

April

5th – Madrid

14th – Brussels

17th/18th – London (Organic)

18th – Birmingham (Retail)

May

25th – Amsterdam

June

9th – London (Foodservice)

25th – New York

September

13th – Newry

22nd – London (Foodservice)



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New offices 2016 - Warsaw & Singapore



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Underpinned by Origin Green



Working
with nature

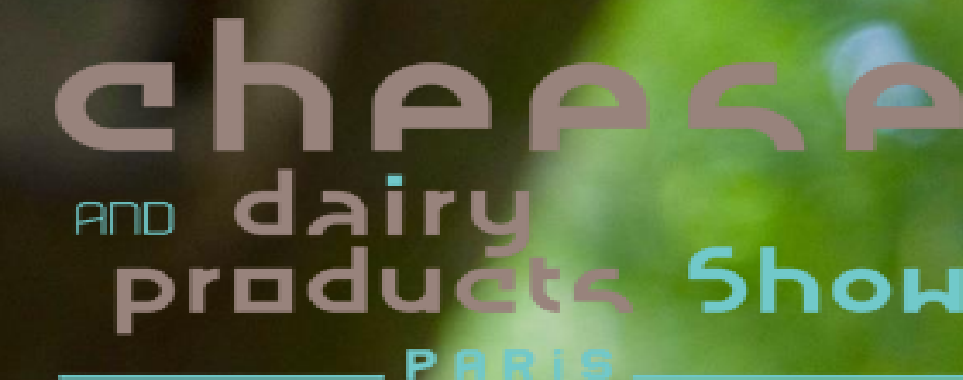
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Origin Green – Trade Fairs 2016



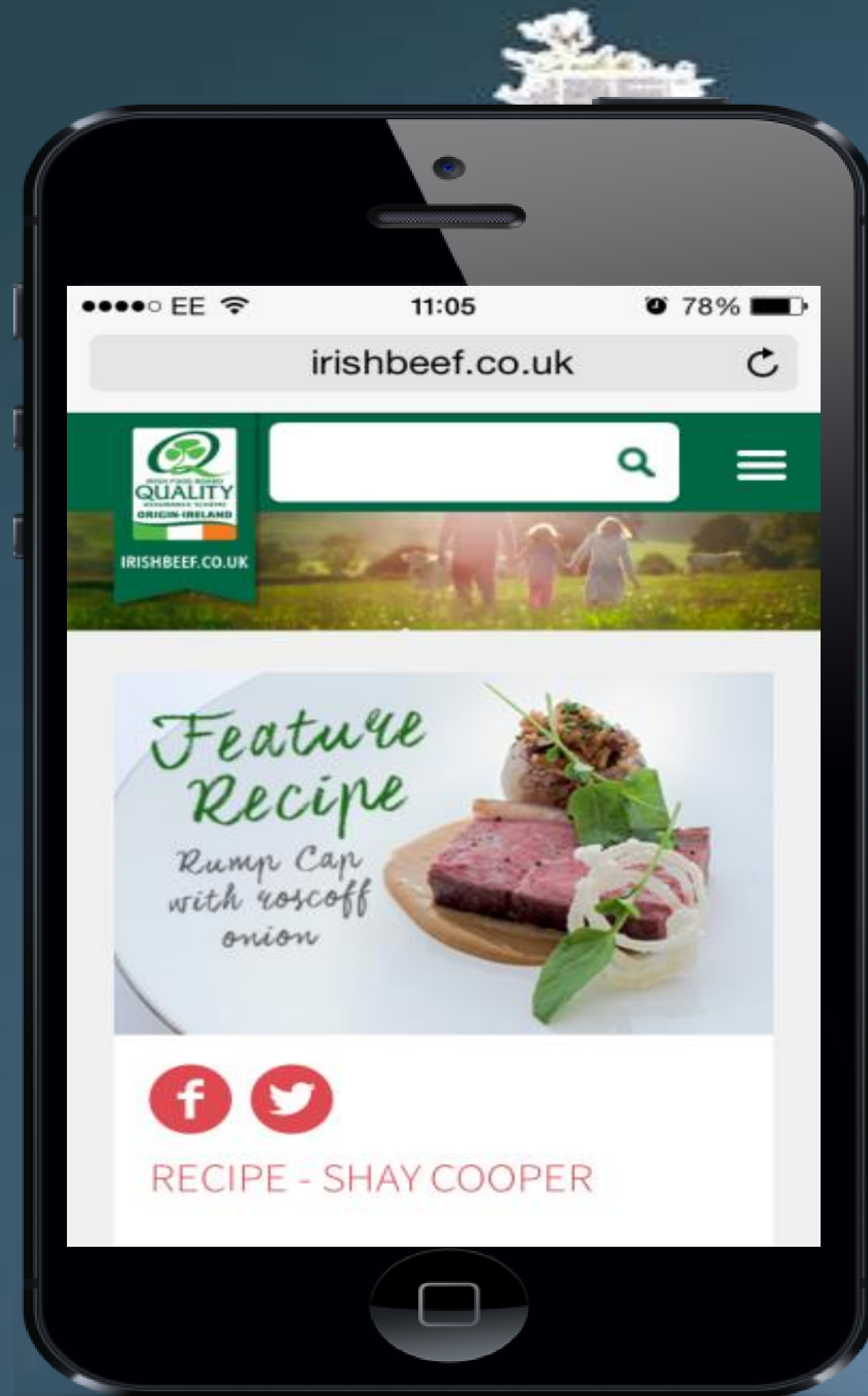
Working
with nature



Growing the success of Irish food & horticulture



Supported by strong brand communications in the digital age



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Thank You

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