

BRUCE LANGLANDS
DIRECTOR OF FOOD & RESTAURANTS



HARRODS



Harrods

HARRODS FOOD HALLS



Harrods

HARRODS RESTAURANTS



Harrods

SPECIALITY FOOD WITHIN HARRODS



Harrods

HOW DO YOU GET A PRODUCT LISTED INTO HARRODS?



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VENDOR RELATIONSHIP



Harrods

RESPECT EACH
OTHER



Harrods

KNOW YOUR COMPETITION



Harrods

INNOVATION & EXCLUSIVITY



Harrods

CITING



Harrods

COMMUNICATION



Harrods

PRODUCT
TASTINGS



Harrods

SCHEDULE REGULAR
UPDATES

2013

12

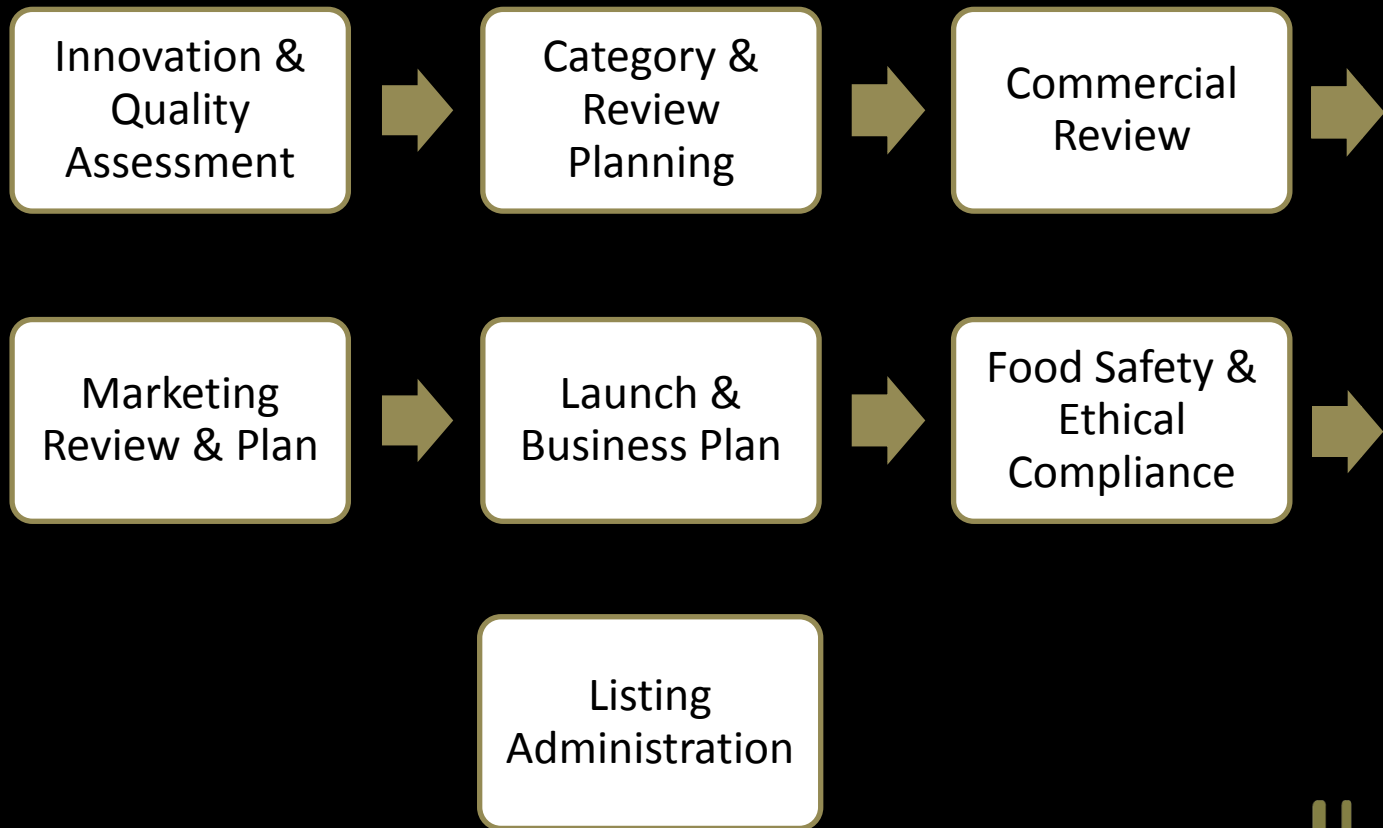
DEC

Harrods

INTRODUCING A PRODUCT INTO HARRODS



THE PROCESS



FINAL THOUGHT

“Ireland is regarded worldwide as being “the food island”. For me this has been confirmed during the Great Taste, Quality Food and the Blas na hEireann Awards judging process which highlighted that the proof of the pudding is certainly in the eating! From producers who have used beautiful ingredients to deliver innovative products to farmers who have raised and grown outstanding produce. Irish Speciality Food is certainly world class”.

THANK YOU

Q & A

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