

2019 Foodservice Academy

Programme Dates

PRODUCT ASSESSMENT SESSION

Thursday 21st February

Closed Session independently managed by Bord Bia and Musgrave MarketPlace (MMP) to select final list of 2019 programme members.

WORKSHOPS

Monday, 11th March

WORKSHOP ONE

Introduction to Foodservice industry and to Musgrave MarketPlace and meet with MMP QA team.

Thursday, 18th April

WORKSHOP TWO

Understanding the MMP Procurement Framework and meet with MMP Trading Team and Development Chefs.

Friday, 24th May

WORKSHOP THREE

Promoting & Driving your product with MMP, meet with MMP Sales Teams and tour of Food Emporium.

Thursday, 4th July

WORKSHOP FOUR

Support on finalising your product listing and Digital Marketing update.

MENTOR SESSIONS

4 x 1-2-1 2HR mentor sessions per company over the course of 6 month programme.

For more information on our 2018 FSA programme and participants, visit <https://www.musgravemarketplace.ie/news/meet-our-2018-foodservice-academy/>

AIM:

To help small and medium Irish food and drink companies develop their business in the foodservice (out of home) market.

OUTPUT:

Branch (C&C) listing for all participants in Y1. Further promotional activity to drive sales to end customers in Y2.

COST:

€500+VAT for companies with T/O €100K+

€750+VAT for companies with T/O €1m+



Participation on the 2017 FSA and our subsequent listing with Musgrave MarketPlace provided us with the necessary support tools to grow our foodservice business. I would advise producers to stay close to this channel as opportunities can come from unexpected directions. Foodservice has been a huge learning curve for us and doesn't come without its challenges, but it's also a really important avenue for our future growth.



Dom McGroddy, Lily's Tea

MUSGRAVE MarketPlace



6,000

delivered foodservice customers ranging from hotels and restaurants to pubs and nursing homes.



7

MarketPlace C&C / Food Emporium branches nationwide.



14,000+

product lines covering food and non-food.



100+

tri-temp vehicles.

Post-Programme

(Year 2 onwards)

- Introduction to MMP sales teams and attendance at sales meeting to present your products directly.
- Promotion of Foodservice Academy participants through MMP marketing channels, social media, monthly features in flyers and POS materials.
- Engagement with MMP Panel of Chefs and in-house Development Chefs.

Growing the success of Irish food & horticulture

Bord Bia
Irish Food Board

For more information or to register your interest in the 2019 Foodservice Academy, contact Maureen Gahan directly on

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