

A foreign affair – an ‘Ireland abroad’ experience

Grant Thornton Business Insight Survey 2014



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Executive summary

Good Food Ireland (GFI) members from both the agri-food and tourism hospitality industries have delivered a very clear message and not wavered in their views in this the third year of our survey.

The message in relation to financial performance is resoundingly positive. For three years, we are consistently hearing:

- **sales are growing:** more than 95% of members expect turnover to increase or remain the same
- **profit targets are being achieved:** each year, four out of five members surveyed have achieved their profit targets
- **the future is bright:** more than 80% of members expect earnings stability and growth in the next financial year

The strength in sustainable financial growth is clearly supported by the data in the table below:

Good Food Ireland members.....	2012	2014
Generate combined turnover of	€390m	€638
Directly employ	>5,900	6,200 full time 3,100 part time
Contribute to the Irish economy through purchase of Irish produce	€50m	€64.5m

Remarkably and even throughout a recession, year on year, **more than 9 out of 10** respondents have continued to increase their level of spend on Irish food.

For each of the last three years, the message stressed by **over 90%** of GFI members is that:

- local Irish food is an integral economic driver for their business
- there is a need for an increase in marketing of Irish food tourism
- local Irish food is an integral part of Ireland's international business growth
- increased marketing of food in tourism is important in sustaining their business growth
- local Irish food should be an integral part of Ireland's international tourism marketing

Good Food Ireland's food tourism strategy has a proven track record and brand guarantee for Irish ingredient-led food tourism experiences. It provides a sustainable and scalable business model for the Irish food and hospitality sector, smartly connecting food to tourism and tourism to food.

This strategy is supported by GFI members, **over 90%** of whom believe that the food sector plays a crucial role in delivering growth in associated sectors. The conclusions lead us to a reformulation of GFI's vision for the next decade.

A gastro diplomacy decade - changing gears in food and tourism

The timing has never been more right for our nation’s two biggest truly indigenous sectors - food and tourism – to work together. A collaborative initiative has the potential to succeed by creatively partnering and leveraging a unique umbrella marketing strategy, both at home and abroad, for the benefit of both Ireland’s image and Ireland’s food image.

Gastro Diplomacy - the creative demonstration and promotion of the best of Irish Food in a unique cross sector/cross stakeholder, home and abroad, multi-media way with creative but consistent messaging and evidencing – is a highly effective proven way to significantly help elevate significantly both Ireland’s image and Ireland’s food image.

Good Food Ireland, following eight years of promoting the best of Irish Food experience at home and abroad on behalf of both the tourism and food sectors, is uniquely positioned and willing to lead this umbrella Gastrodiplomacy strategy on behalf of and in close co-operation with the relevant promotional agencies and other appropriate arms of Ireland Inc.



A handwritten signature in cursive script, reading 'Margaret Jeffares'.

Margaret Jeffares
Founder and Managing
Director
© Good Food Ireland

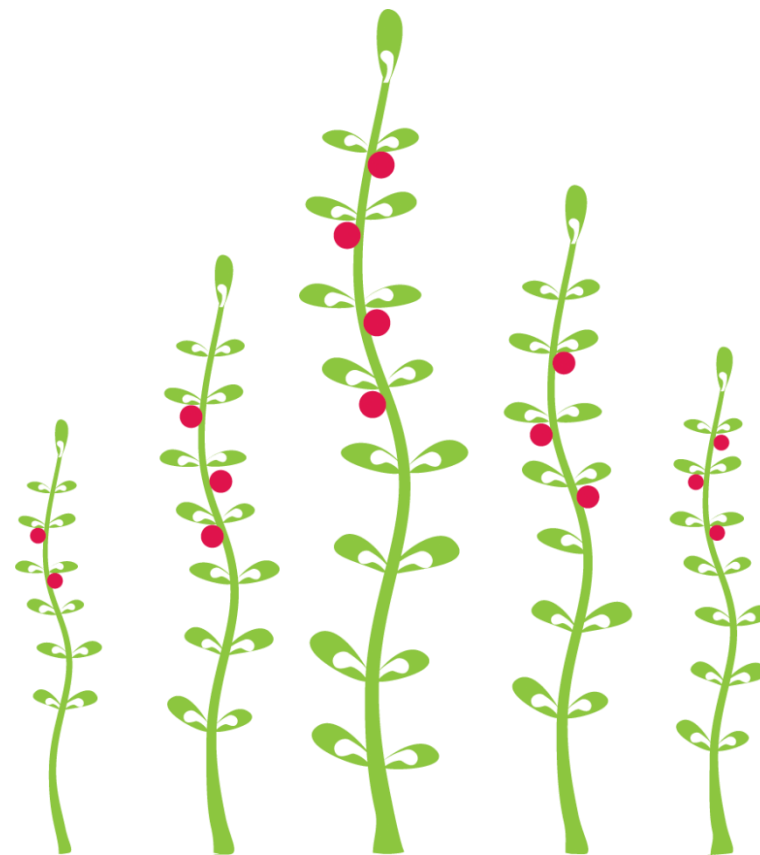


A handwritten signature in cursive script, reading 'Ciara Jackson'.

Ciara Jackson
Director, Head of Food and Beverage
Grant Thornton

“Good Food Ireland really is a brand of quality across everybody and those who are in this business have a responsibility to see that our standards are seen to be the best that there is.”

An Taoiseach Enda Kenny, T.D.



Good Food Ireland business overview

Focus on profitable growth

Profitable growth is clearly on the agenda for GFI members, and this is evidenced by the survey data.

Turnover of GFI member businesses is estimated at **€638m** for 2013. Looking forward, **75.5%** of members expect **turnover to grow** in 2014, and a further 19% expect to maintain 2013 levels. While turnover is vanity, profit is sanity, and 78% of members delivered on their profit targets for 2013. Encouragingly, **81.2%** expect further **profit growth** in 2014.

The outlook for sustainable employment is extremely encouraging, with **6,200 full time** jobs and over **3,100 part time** jobs provided by GFI members.

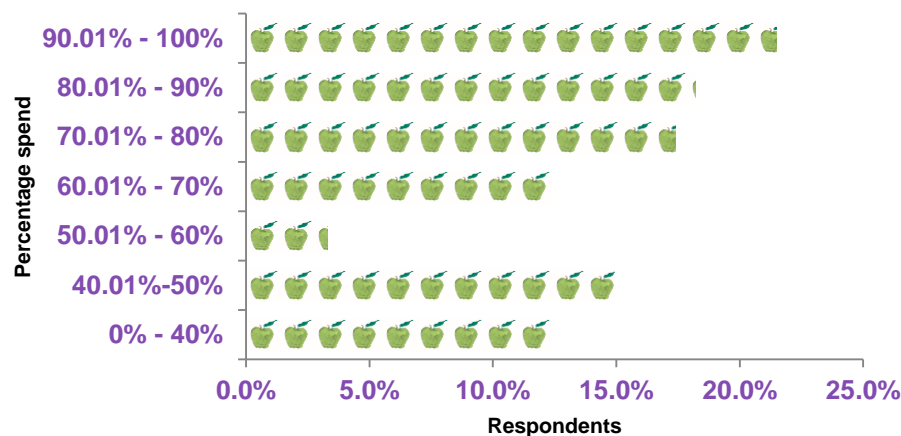
Over the last year, an estimated **€64.5m** has been contributed directly to the Irish economy through the purchase of Irish produce. Supporting the theory that food prices are on the rise, **88%** have experienced **price increases** over the last year. Interestingly, **93%** have increased their **purchases of Irish food**. Over 70% of respondents spend more than 50% of their total food budget on Irish food.

GFI members welcome an estimated **16,000 customers every day**, according to the survey data. For each international customer, there are currently three Irish customers. 50% of respondents experienced faster growth from international customers in 2013, and many credited this growth to the success of events such as The Gathering and The Web Summit.

Hunger for Growth, a recent Grant Thornton study, found that 76% of Irish respondents surveyed believe that the robustness of the Irish F&B supply chain in its ability to trace goods and ensure product integrity can provide a unique selling point for Irish produce on an international stage.

Both at home and abroad, all the financial indicators strongly suggest that opportunities are there to be seized.

What % of your total food purchases is spent on Irish produce?



Your brand in action

As the marketplace becomes increasingly more global, it is heartening to see that GFI members expect to see continued growth in their international customer base. Supporting opportunities to deliver customer touch points for all members, GFI have had a strong presence at the following events over the course of the last year:

At home

- Regional Roadshows and Launch of Grant Thornton Business Insights Survey, April 2013;
- Meitheal - International Tour Operators Workshop, Dublin & Belfast 2013;
- Bloom, Dublin May 2013;
- Fáilte Ireland Dublin Horse Show, Dublin August 2013;
- Web Summit, Dublin October 2013;
- Good Food Ireland Conference and Awards, Dublin November 2013;
- National Craft Fair, Dublin, December 2013;
- Fine Gael Ard Fheis, Dublin, March 2014;
- Meitheal - International Tour Operators Workshop, Dublin April 2014;
- US Embassy’s Economic Conference Showcase, Dublin April 2014;
- Good Food Ireland Village at World Sheep Shearing Championships, Wexford May 2014; and
- Irish Farmers Association and Members of The Houses of the Oireachtas Showcase, Dublin July 2014.

Abroad

- US Website Launch and Media Dinner, Oceana, New York March 2013;
- Consumer Day, Dean and Deluca, New York March 2013;
- UK Website Launch and Media Dinner, Mosimann’s, London April 2013;
- Taste of the World at Breeders Cup World Horse Racing Championships, Los Angeles, USA November 2013;
- Ireland Day, New York Stock Exchange March 2014;

- American Ireland Fund, New York March 2014;
- Irish Ambassadors Reception with An Taoiseach, Washington March 2014; and
- Irish American Hall of Fame Lunch, New York March 2014.

190,000 immediate touch points

Perfect day for Kenny and tribe

[Irish Independent](#)

Shoppers seek traceable food after horsemeat scandal

[Irish Times](#)

Consumers more inquisitive after horsemeat scandal

[RTE online](#)

Mount Juliet takes flagship awards as food conference seeks to meet industry challenges

[Irish Times](#)

Thousands descend on Gorey for world sheep shearing event

[Business and Leadership](#)

Saint Patrick's Day: recipes using the very best Irish produce

[The Telegraph](#)

Eat your way through a short break with food tours and trails

[Irish Examiner](#)

Margaret Jeffares: Making Ireland a Global Food Destination

[Irish American Post](#)

Good Food Ireland: Putting Irish food on the culinary map

[Irish Examiner](#)

International focus



International food tourism

Established food tourism destinations such as Spain, France and Italy have a rich reputation and rank top in all food tourism lists. Ranging from the most basic of raw produce in a village market and local guesthouses, to up market hotels and restaurants, significant pride is evident in both produce and hospitality.

The key factor differentiating these nations is they successfully create a food tourism experience, rather than simply a meal, or a bed for the night. In each of the three countries, cuisine is central to the country’s tourism brand, and has strengthened the brand over time through creativity, innovation, quality and variety.

Tourists’ **perceptions** are the key to food tourism. These food tourism strongholds are determined to maintain and consolidate the strength that comes from having what they believe is the best cuisine in Europe. Initiatives such as the Mediterranean diet being declared an intangible cultural heritage by UNESCO continue to place these nations in the top tier of food tourism destinations.

Spain is a pioneer in food innovation and has three of the top ten restaurants in the world - El Celler de Can Roca, Mugaritz and Arzak. It is the only country to have a culinary university with its own R&D department, located at The Basque Culinary Centre. Culinary tourism also benefits from the work done by partners such as the Royal Academy of Gastronomy and with Saborea España, an association of restaurants and destinations which focus on food and beverage tourism.

At the other end of the scale, a full spectrum of artisan foods can be made available to consumers not only in high end restaurants and hotels, but casual foods too.

In Norway the ‘Fast Slow Food’ concept is used to great effect. Casual foods are prepared with quality ingredients and competitively priced. Simplicity and quality is better than cheap and plenty.

How many treasured holiday memories have been created from a ‘crepe au chocolat’ in France, or an Italian gelati, or patas bravas and a glass of chilled Prosecco in Spain?

Customer base – where are international visitors coming from?

Tourist numbers to Ireland in 2013 were up 7.2%, according to the CSO. Almost 7 million people visited the Republic, while 1.7 million visitors visited the North, generating an estimated €3.64 billion in revenue.

The figures have been driven by a record number of visitors from long-established traditional markets such as North America, Germany, France and Spain, as well as Australia and New Zealand. The UK also demonstrated growth, with a 5.6% increase in tourist numbers.

The United States has proved to be the biggest engine of growth in tourism to Ireland, attracting a million visitors for the first time ever. The value of targeted events is clearly evidenced by the Navy-Notre Dame game, which attracted 50,000 visitors to Ireland in September 2013.

Area of residence	2012	2013	% change
Total overseas trips to Ireland	6,517,200	6,985,900	7.2%
Great Britain	2,774,200	2,928,900	5.6%
Belgium, Netherlands and Luxembourg	237,300	264,900	11.6%
France	396,300	433,700	9.4%
Germany	448,200	482,900	7.7%
Italy	251,700	234,000	-7.0%
Spain	253,100	263,000	3.9%
Norway, Sweden, Finland and Denmark	191,000	209,600	9.7%
Other Europe ²	569,900	575,000	0.9%
USA and Canada	1,016,900	1,158,100	13.9%
Australia, New Zealand and Other Oceania ²	155,700	187,700	20.6%
Other areas ²	222,900	248,200	11.4%

Sources CSO - 2014

The main driver of the growth in tourist numbers over the past decade has been as a result of the expansion of the range of attractive holidays on offer, new routes, cheaper airfares, and targeted marketing. In recent times the composition of tourists in Ireland has changed, while the average length of stay declined from all markets.

Focus on China

China is a hugely important and interesting emerging market for Ireland. **Ireland has recently been voted best potential destination by Ctrip** (China's largest online travel agency, with more than 90 million customers). The number of outbound trips by Chinese is expected to grow to 100m by 2015. Currently, Ireland welcomes 17,000 Chinese visitors to Ireland every year.

Chinese visitors to Ireland are on the increase. One of the key reasons for the increase in numbers was the introduction of the Irish visa waiver programme which removed some of the difficulties for Chinese visitors wishing to visit Ireland. Chinese tourists visit Ireland for a number of reasons such as culture, scenery, shopping and golf. The reciprocal visits of Enda Kenny and President Xi Jinping, as well as the Trade Missions led by Minister Coveney have provided a huge spotlight on Ireland on the international stage in recent years. Minister Varadkar led a high profile visit to China in April of this year.

Efforts are being made to increase the awareness of Ireland. Various TV crews from leading Chinese channels travelled to Ireland to film the various St Patrick's Day activities taking place. Influential social figures in China have been invited to Ireland such as blogger Fan Yibo, aka Mr Colorful Map, who toured the country as a guest of Tourism Ireland. His blog has received in excess of 77 million hits to date. Tourism Ireland sent its largest trade mission to China last November. The Chinese Agriculture Minister visited Ireland in 2013, and there are many photographs of him from all over the country playing hurling, visiting farms and so on.

Case study – “Nomanomics”

One of the most relevant examples to Ireland in achieving food tourism success is Denmark. Like Ireland, Denmark had quality produce but did not have the international food reputation like Italy and France. Circumstances have changed significantly since the establishment of Noma restaurant. Noma has won the best restaurant in the world for three consecutive years, and just recently won that accolade for the fourth time. As a result the Danish restaurant sector has had an 18 % increase in turnover since 2008. Copenhagen is among the fastest growing tourism-cities in the world, and this is often attributable to the success of food tourism.

Head chef, Rene Redzepi has transformed the reputation of Nordic food. This had led to the theory of Nomanomics which is centered on the economic impact of one restaurant in Copenhagen. Tourists travel to Noma to experience Danish cuisine, which is inherently authentic to its own food culture. Copenhagen has successfully leveraged this with an 11% increase in tourism, largely credited to Noma, which they use as their number one marketing resource

Developing and growing Irish food tourism

Changing gears in food and tourism

Food Tourism is one of those specialist consumer interest areas growing globally, and it is also being fuelled by the digital marketing revolution; not surprising given that both sectors generally represent two of the richest areas of digital marketing and social media content globally. Ireland as a food destination itself is on a roll in terms of food quality, sustainability and overall gastro-diplomacy awareness but is still way behind in terms of 1st level perceptions (Ireland seldom appears in even the top 50 of food destinations). We know we have superb product and associated services; it's all about getting out the message!

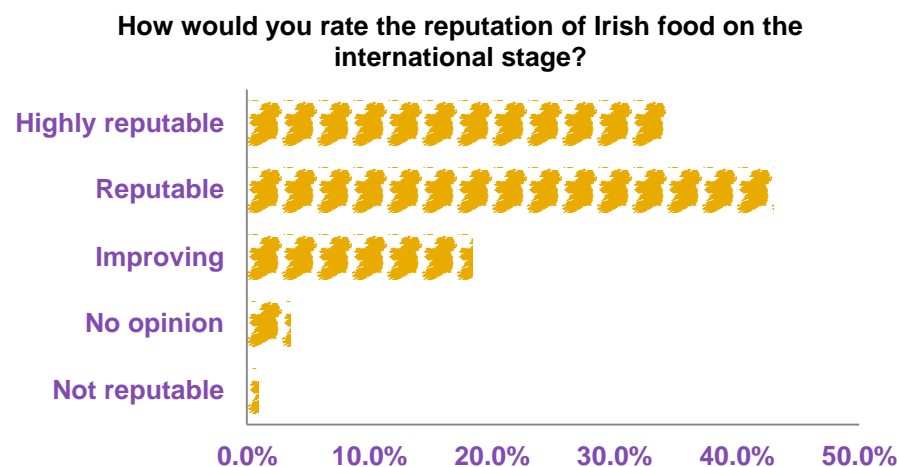
Gastrodiplomacy - the creative demonstration and promotion of the best of Irish food in a unique cross sector/cross stakeholder, home and abroad, multi-media way with creative but consistent messaging and evidencing – is a highly effective proven way to significantly help elevate significantly both Ireland's image and Ireland's food image.

The challenge - and the opportunity - for Irish food tourism is to deliver high quality food and an authentic eating experience that is unique to Ireland. GFI members appear to support the strategy of Gastrodiplomacy.

- over **90%** of GFI member view increased marketing of food in tourism as an important factor to sustain growth in their business.
- not surprisingly more than **9 out of 10** respondents agree that local Irish food is a strong economic driver for their business.
- furthermore, **91%** of GFI members believe that the food sector plays a crucial role in driving growth in associated sectors.

- international trade, in the form of physical exports for producers, or visitors in the hospitality sector, account for on average **26%** of total sales.
- from a members perspective, **4 out of every 5** members surveyed believe Irish food has a positive reputation internationally.
- over **86%** believe that customers place a strong emphasis on produce being of local origin.

Irish food is renowned for its clean, green and natural image. The graph below illustrates that GFI members believe Irish food has a good reputation internationally.



In what way can GFI help support growth for members by leveraging a food tourism strategy? Snapshots of member comments include the following:



“Continue to market the Irish restaurant and hospitality abroad with emphasis on use of local producers of quality Irish food”

“Continue to raise the profile of Irish artisan food producers at events of international relevance e.g. Web Summit”

“With the knowledge, brand and reputation of GFI it is well positioned to present GFI Producer Members products as a distribution line to present to international markets. There are distributors but GFI has the brand to umbrella REAL quality Irish produced”

“Continue to build awareness of clean quality food”

“Not sure. This is where we would need to rely on GFI marketing expertise (we are producers not Marketeers)”

“Promoting restaurants that use locally sourced produce”

“Help open doors into higher end outlets with credibility when we get to go international”

“Keep striving to increase Irish's reputation for food”

“Networking, mentoring”

“International and touristic advertising”

“It's doing a good job right now in getting its members name's out there”

“Keeping a high profile for quality Irish food”

“Share best practice”

“Local community activities, we must get Irish communities exposed to Irish food not just our tourists”

“Exposure to international journalists”

“Having a successful international profile”

The timing has never been better for our nation’s two biggest truly indigenous sectors - Food and Tourism - to significantly change gears in terms of creatively working together in a unique and collaborative way, both at home and abroad, for the benefit of both Ireland’s image and Ireland’s food image.

Agri-Food – a sector on the cusp of major changes

The Irish food industry has grown dramatically in terms of output, quality, reputation and capability over the past decade and the future has never looked more exciting. However, significant changes are on the horizon in terms of consumer eating habits, an explosion of consumer choices, increasing retailer consolidation and commercial power, e-commerce, trade deregulation (within the EU and globally), and an increasing focus on health and wellness. Staying ahead of these accelerating changes and ensuring that food from Ireland is optimally positioned and appropriately and dynamically marketed is a both a major challenge and an opportunity for Ireland Inc.

Initiatives such as the government-led Food Harvest 2020, and Pathways for Growth and Origin Green program are very clear and absolutely correct in placing proven sustainability credentials at the heart of Irish food production into the future.

Achieving these proven levels of sustainability is a significant challenge in its own right. The Irish Food industry is responding. Informing and educating consumers about sustainability, means that sustainability can become a truly motivating differentiator, capable of defending a price premium when consumers are making food purchasing choices. Addressing this marketing opportunity profitably and efficiently is one of the keys to prosperity in the sector over the next decade.

The ideal outcome is for global consumers to discover, to be engaged by, and to be reminded of Ireland’s highest quality food with its now proven sustainability credentials.

Tourism – a lot done, more to do...

Although there is clear recent evidential recovery in Ireland’s overall tourism performance; real challenges of value perception, brand differentiation and increasing competition remain, and new threats will no doubt appear.

Rifle shot consumer targeting, combined with real marketing innovation, as well as greatly improved marketing efficiencies and synergies is clearly the way forward for Ireland’s tourism offering internationally.

The revolution in digital marketing is also a significant opportunity, especially for the relatively more agile, well-networked industry players such as Ireland. Innovative relevant dynamic content, much of it user generated, seeded and targeted towards specific interest groups with clever promotional follow-up is the key to unlocking this viral opportunity. We are already seeing real success on this digital approach at a national “destination brand” level.

Ireland’s overall tourism destination strategy is clearly set by the relevant agencies and the real difference will be isolating and attacking the profitable efficient self-promoting specialist interest areas.

Significant and sustainable success for the future of our food tourism industry will be delivered by generating high value quality business from targeted interest groups such as sports events, cultural events and so on.

GFI, following eight years of promoting the best of Irish Food experience at home and abroad on behalf of both the tourism and food sectors, is uniquely positioned and willing to lead this umbrella Gastrodiplomacy strategy on behalf of and in close co-operation with the relevant promotional agencies and other appropriate arms of Ireland Inc.

Advantages of a collaborative Irish Gastrodiplomacy strategy include:

- 1 a gastrodiplomacy led plan represents a very cost effective, and potentially highly effective, non-traditional way to build on Ireland’s growing reputation as the origin of world best greenest food as well as demonstrate a significant destination brand differentiator:
 - works very well with Origin Green and overall Irish food promotion strategy;
 - showcases a powerful brand differentiator versus competitive destinations;
 - complements Tourism Ireland’s overall destination brand messaging; and
 - complements Failte Ireland’s mainstream “raising standards” program in general food service area.
- 2 A well-executed and linked Gastrodiplomacy marketing platform would efficiently harness Ireland Inc.’s current long list of dissipated and often loosely connected promotional tactics
 - significant linkage opportunities through sports and culture internationally such as 2020 Rugby World Cup and Derry/Londonderry City of Culture ; easily campaign-able across other relevant brand Ireland sectors, such as technology (e.g. Food Summit) and equine industry (Breeders Cup); and
 - efficiently capitalises on large scale media-intensive political or diplomatic events - EU Presidency, presidential visits overseas, Ireland hosting large scale international conferences meetings, Ireland’s participation in international fairs (outside of food and tourism sectors).
- 3 Appropriately branded and linked food tourism promotion activities are highly activate-able and campaign-able at both local and international levels
 - a point of brand recognition and linkage for regional and local festivals;
 - facilitate the development of linked itineraries and regional road trips;
 - locally integrate-able with international large scale cultural and sporting events in Ireland and internationally; and
 - synergistically build the core brand message of Irish food tourism.

The importance of being excellent

Definition of excellence

Food experiences are created by combining a number of factors to offer a service that satisfy the expectations of diners, which they will want to come back time and time again for. Literature on the topic identifies the elements involved in creating a high-end dining experience as an ambient atmosphere, impeccable service and outstanding food. Customers place emphasis on receiving a genuine welcome on arrival.

In the last number of years the increase in the number of Michelin star restaurants in Ireland is testament to the increasing commitment of Irish producers to deliver excellent food which continuously strives to exceed customer expectations. In 2014, there were 9 Michelin Star restaurants on the island an increase from seven restaurants five years ago and from six restaurants ten years ago. There were 11 Irish restaurants awarded the Michelin ‘Bib Gourmand’ which recognises good cuisine at a reasonable price, while 34 pubs across the island found themselves included in the ‘New Michelin Eating out in pubs guide’, a further manifestation of Ireland’s commitment to food tourism.

How do GFI members deliver excellence?

Interestingly, 65% of GFI members feel that excellence remained relevant to their customers, even during the economic down turn. 64% noticed a direct correlation between excellence and customer demographics in their businesses.

Snapshot of member comments include



“Quality and value”

“Doing a multitude of basic things right, all the time.”

“Best practice with other businesses, training & development”

“People and training using GFI and other means of communications”

“We are still developing our business. Quality of raw materials, food safety in manufacture, quality control, developing profile and affiliation to bodies such as GFI are all on the agenda!”

“Research, innovation and constantly improving our products and services.”

“Quality across the board, attention to detail, professional & friendly service, value for money, unique offering & experience in line with GFI principles”

“Train .train. train. And hire people who love working with food. If it is in their heart, you can taste it on the plate”

“GFI membership alongside quality products with food safety records”

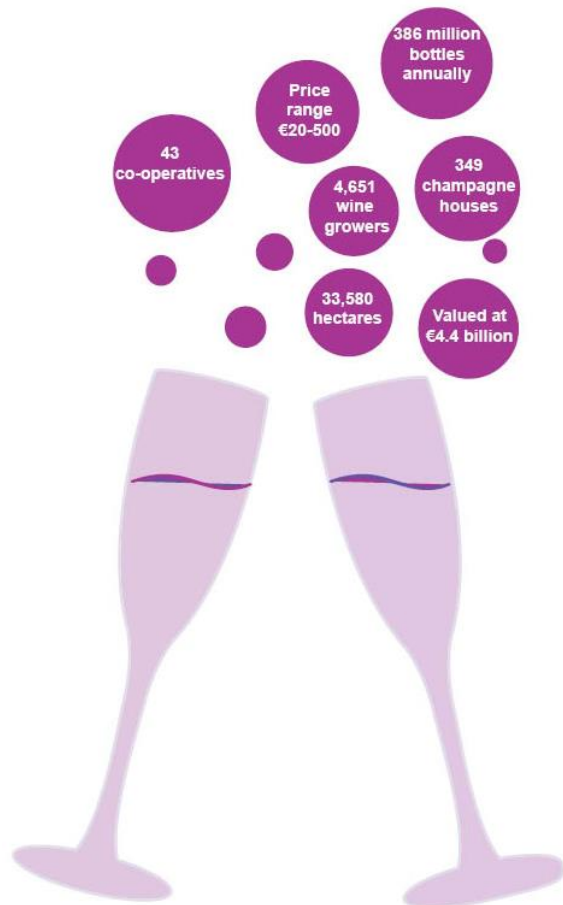
“Have a mind-set that what you are currently doing is never good enough”

“And being human.....have a personality in all that you do - in style, presentation and the people we employ”

Living excellence – French champagne

The unique soil in France, created by a series of geological events over millions of years, is one of the key factors that make champagne one of the most highly regarded sparkling wines in the world. The combination of an ideal climate and superb agricultural motivation led to the development of a variety of grape which produces a wine of outstanding excellence, Champagne. The excellence of champagne evolved primarily due to its location in the north of France where temperatures are typically lower than other wine-growing regions in France.

Key market facts of the champagne region are as follows



Living excellence - Swiss chocolate

The Swiss chocolate empire was born in 1697 when Mayor of Zurich Heinrich Escher brought chocolate back to Switzerland having been introduced to it while on a trip to Brussels. From then it was frequently consumed at various high profile feasts in Zurich until it was outlawed in 1722 being deemed unfit for some citizens to consume. Thirty years later the first chocolate manufacturing plant was set up by two Italians. The industry blossomed with the growth of Swiss tourism between 1890 and 1920. Wealthy tourists from across the world flocked to Switzerland and came to appreciate the delight that was Swiss chocolate.

Swiss chocolate has developed into a major domestic and international industry with both exports and domestic consumption increasing year on year. Although a strengthening Swiss Franc has made Swiss chocolate more expensive in export markets, exports increased 5.6% with sales growing 4.91% in 2013. Sales of Swiss Chocolate abroad in 2013 were valued at CHF 792m (€643m) with Germany identified as the main export market, closely followed by the UK and France. An estimated 61.2% of total Swiss chocolate produced was exported last year, an increase from 60.3% the year previous.

Despite stiff competition from Belgian and American competitors, Swiss chocolate manufacturers have managed to beat off competition and maintain their reputation, achieved through constant improvements and uncompromising quality. Successful brands include Lindt, Toblerone, Frey, etc. It is no surprise that a Swiss chocolate brand, Delafee, is placed as the 9th most expensive chocolate in the world with the most expensive products in their ‘edible gold range’ priced at a staggering €400.

Intangible strength of brand standards

As the sector recovers from recent food scares such as horse meat and pork dioxin, **brand standards are more essential than ever in reinforcing consumer confidence** in food and food experiences. Brand standards and quality marks deliver comfort to consumers that **the industry controls in place are sufficiently robust and capable of guaranteeing safe food.**

Brand standards in place in Ireland include the Bord Bia Quality Assurance Standard, Guaranteed Irish mark, more recently the NDC mark for Irish milk and cream products. The Red Tractor mark is a popular common standard for food produced in Northern Ireland and the UK. Perhaps the most widely recognised quality standard at producer level is the BRC (British Retail Consortium) Food Safety Standard which runs through the entire supply chain including distributors and agents. Over 15,000 suppliers across 100 countries are now BRC certified.

Over 90% of GFI members believe that it is important that all members have a common quality standard around an Irish ingredient-led experience and that this standard is maintained.

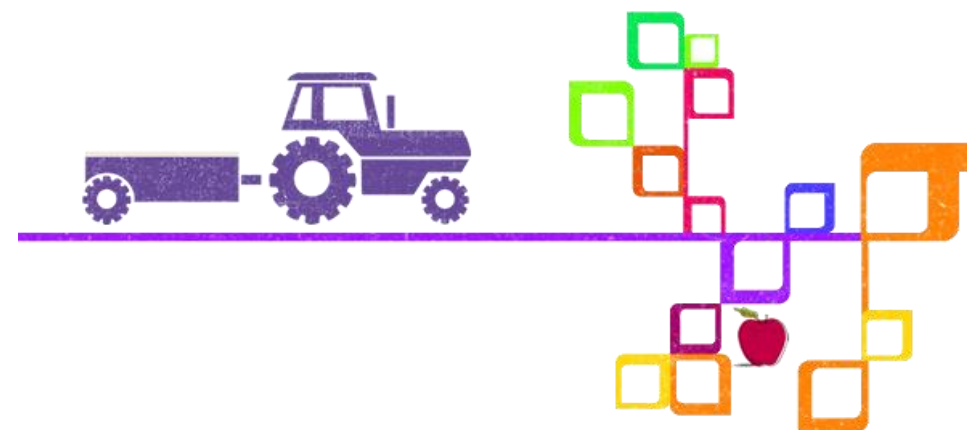
Good Food Ireland brand standard

The Good Food Ireland brand standard offers a unique recognition to restaurants, hotels and producers. The differentiator that separates the GFI brand standard from other standards is the fact that it endorses only the best Irish food experience through a commitment to local food. Core standards and values of GFI:

- **the quality of the food, ingredients and taste, prioritising Irish foods;**
- **the use of local and seasonal produce;**
- **the championing of local artisan producers;**
- **the personality of the cuisine and the service;**
- **the hospitality and service;**
- **the quality of accommodation and authenticity of product; and**
- **value for money and consistency of the offer.**

“I am regularly asked where the ingredients are sourced from, whether they are organic, etc. The consumer is more intent on ensuring that the product IS the standard they are looking for in order to pay that little extra.”

GFI member



Irishness



Every region of Ireland had its own unique food experience to share with food lovers, from air dried Connemara hill lamb to the world renowned Waterford Blaas. Those seeking a distinctive food experience have a wide and varied choice to choose from. There are an increasing number of small artisan food producers, passionate about their produce, starting up throughout the country. These producers are making fine produce based on recipes passed through generations, and placing their own unique twist on food products to differentiate their products from similar products on the market.

As an island with abundant grass supplies, it is well known that we are major exporters of beef, dairy, lamb and pork products. In recent years Ireland is fast becoming an exporter of venison and wild boar. Many local producers such as Ballinwillin House and others are producing high quality venison. Locally produced meat provides Irish restaurants and hotels with a strong tool to market produce with an outstanding reputation in terms of quality and taste. Ireland is working on developing itself into a must-visit destination for foodies due to the rapid growth of its top quality culinary scene.

Despite coming under increasing pressure from large retailers and discounters, a renaissance of Irish local food production has begun since the turn of the new millennium as consumers become more willing to spend their disposable income on premium food products.

“If we promote Ireland in Ireland, then we can promote Ireland abroad, then GFI can achieve this with member power.”

GFI member

About Good Food Ireland®

Good Food Ireland® is the only all island brand standard for Irish food experience. All approved member businesses are passionately committed to using Irish ingredients, showcasing the food of the country. Each is independently inspected to ensure that standards are met and maintained for all members and most especially for its customers. Good Food Ireland is “for everyone who simply loves good food” and amongst its approved members you will experience a whole cross section of places, all with one common theme at the core “good local food”. You will find everything from B&B’s to 5 star hotels to restaurants, pubs, cafes, cookery schools, food shops and food producers. Every type of place a food lover from home or abroad would wish to experience.

Good Food Ireland is the vision of Margaret Jeffares who launched the brand in November 2006, bridging the gap between the agri-food and tourism hospitality sectors, Ireland’s two biggest indigenous industries and pioneering food tourism for the island of Ireland. Today it is the premium Irish food experience brand, representing Ireland’s culinary identity at home and abroad, showcasing the very best food together with the people behind the food. Working closely with Tour Operators in developing food tours, selling artisan food worldwide through its online shop, driving business through the Good Food Ireland Touring Map, numerous promotions and events, its Prepaid MasterCard and GoodFoodIreland.ie Good Food Ireland has successfully influenced the awareness of Ireland’s culinary status and through its dedicated membership changed the perception of Irish food.

To become an approved member of GFI, register your interest on www.goodfoodireland.ie

Good Food Ireland®



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About Grant Thornton

Grant Thornton Ireland

Grant Thornton provides assurance, tax and specialist advice to businesses to help them grow. Grant Thornton has significant experience in the food and beverage sector from the farm gate through to processing and retail. Our experience means that we can readily identify the critical issues affecting your business and then quickly provide specific solutions. The firm comprises over 600 partners and staff operating from offices in Dublin, Belfast, Cork, Galway, Kildare and Limerick. Grant Thornton has produced several thought leadership reports and surveys in the food and beverage sector in the last number of years (see below). To access the full list of reports visit - www.grantthornton.ie or contact us at: ciara.jackson@ie.gt.com

- Food: the secret ingredient to Irish tourism and export growth - Grant Thornton Business Insight Survey 2012
- Food 4.0: The dynamics of supply and demand
- The Smart Ingredients for success
- Where is the smart money going in food and beverage?
- Smart money in food and beverage - tracking growth in turbulent times

Our global network

Grant Thornton Ireland is a member of one of the world's leading organisations of independently owned and managed accounting and consulting firms. Whether the business is a large corporation or a dynamic and growing privately held business, we work with businesses and stakeholders to help them achieve their goals with our range of audit, advisory, tax and business consulting services. We want to be known for navigating complexities for dynamic organisations and wherever our clients do business, we will deliver the valuable advice that makes a difference.

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