



For everyone who
simply loves good local food.

Membership Programmes

Select the preferred programme to
drive your business to the next level





The quality assurance mark for everyone who simply loves good local food

ABOUT US

Good Food Ireland® was founded in 2006 to give standout and recognition to agri-food and tourism hospitality businesses for the commitment to prioritising the core indigenous ingredients of Irish food, sustainably supporting Irish farmers, food producers and fishermen.

Today it is a multi-award winning, trusted brand endorsement, assuring customers of a quality Irish ingredient-led food and drink experience and has Irish and global recognition. Good Food Ireland® operates a sales and marketing services business for food and drink producers, tourism hospitality providers and other food-related businesses that are committed to a superior Irish food and/or drink offering.

BRAND TRUST & DISTINCTION

As the market becomes ever more competitive, brand trust is an important competitive differentiator. Good Food Ireland® is a trusted standard with a proven track record in the promotion of quality local food and speaks to your business integrity.

MEMBERSHIP HAS ITS PRIVILEGES

Good Food Ireland® offers Approved Members special advantages and rights unavailable to others. You will belong to a mutually-reinforcing network of like-minded businesses, cross-selling combined experiences and with the consistent support and marketing of the organisation.

MEMBERSHIP APPROVAL AND LICENCE OF LOGO AND SIGN

Membership is subject to onsite inspection and approval to ensure that Good Food Ireland® meets its promise to its customers and each other. It is the Members responsibility to uphold Good Food Ireland® standards and core values. Only Approved Members are permitted to use the Good Food Ireland® Brand set out at the top of this page, which is the subject of a registration with the Irish Trade Marks Office and contract terms and conditions.

ONLINE REACH

goodfoodireland.com is the Official website of Good Food Ireland®. With extensive online reach and 100,000+ registered subscribers it offers high value distribution to a key target audience, domestically and internationally. You become part of a like-minded family and cross sell experiences. With the largest Social Audience of comparable Irish Food and Tourism brands (Independent Research 2020) Good Food Ireland® distinction offers a whole new customer reach looking for verification and guarantee of a premium Irish food and drink experience.

Good Food Ireland® Brand

Good Food

Local Distinction

Caring People

Authentic

Exacting Standards

Thorough Inspections

Best in-class Excellence



Good Food Ireland® Programmes for Industry

We provide customers with independent verification of your commitment to local Irish food. Our trusted brand represents quality, authenticity and sustainability. Use it to endorse and generate sales for your business, through your food.

Programme Benefits, designed for you

We have developed **three Membership Programmes.**

Choose the one that best suits your business:-

Drive Your Business	Differentiate your business and receive domestic and international standout and recognition via Good Food Ireland® approval
Drive Your Brand	Generate more quality leads, cost effectively
Drive Your Success	Promote your brand across our platform and network of partnerships

Membership Programme Levels



3 Star

Our 3 Star Programme gives you brand endorsement and international standout and recognition for your commitment to local ingredients and as a premium food and drink experience. With a highly qualified and in-market audience goodfoodireland.com opens new opportunities to highlight your business and drive sales directly to your own website.



4 Star

Our 4 Star Programme will ensure that you build your brand and standout. Inclusion on our Touring Map with its wide reaching viewership and our large Social Media following ensures your brand achieves enhanced awareness and maximises your leads.



5 Star

Our premium 5 Star Programme will not only maximise your sales but also build your brand. Distinguish your business profile through curated news and showcase your offering including special offers and gourmet breaks across the Good Food Ireland® platform and partner websites.



Membership Programmes

An overview of benefits

Programme Levels

	3 Star	4 Star	5 Star
1. DRIVE YOUR BUSINESS	★★★	★★★★	★★★★★
Onsite Inspection	●	●	●
International Recognition Sign and Annual Certificate	●	●	●
Brand Licence*	●	●	●
Business Profile on goodfoodireland.com	●	●	●
Experience Promotion*	●	●	●
Inclusion in Gift Voucher Scheme*	●	●	●
Good Food Ireland® Annual Awards	●	●	●
2. DRIVE YOUR BRAND	★★★	★★★★	★★★★★
Partnership Promotion	●	●	●
Good Food Ireland® Events*	●	●	●
Annual Touring Map		●	●
Social Media Promotion		●	●
Signature Recipes		●	●
Branded Listing on goodfoodireland.com		●	●
3. DRIVE YOUR SUCCESS	★★★	★★★★	★★★★★
Good Food Ireland® News Room			●
Special Offers/Gourmet Breaks			●
Competitions*			●
Premium Positioning			●
Video and Additional Imagery			●
Priority Placement - Nearby Places & Experiences			●
Spotlight Promotion			●

* Subject to Terms & Conditions

1. DRIVE YOUR BUSINESS - STAND OUT FROM THE CROWD

Benefits explained

Programme Levels

	3 Star	4 Star	5 Star
<p>Onsite Inspection Onsite inspection to provide external verification of your business and adherence to local provenance & standards, as published by Good Food Ireland® and guaranteed to customers.</p>	●	●	●
<p>International Recognition Sign and Annual Certificate Drive trust, international recognition and customers through your door via the Good Food Ireland® Sign and Certificate (for display externally/internally). Our instantly recognised Sign and Certificate gives trust and reassurance for customers.</p>	●	●	●
<p>Brand Licence* Approval to use our valued Brand as endorsement and recognition in the promotion of your Business (registered Trademark, subject to brand guidelines).</p>	●	●	●
<p>Business Profile on goodfoodireland.com Enables users to search, find and read an independent and endorsed review of your business on Ireland's premier Food Tourism website, with a direct link to your website & own booking & purchasing engine.</p>	●	●	●
<p>Experience Promotion* Promote your experience and provide customers with an e-commerce solution (ie. ability to book multiple Food & Drink Experiences on goodfoodireland.com).</p>	●	●	●
<p>Inclusion in Gift Voucher Scheme* Drive additional revenue via inclusion in our Gift Voucher & Experience scheme.</p>	●	●	●
<p>Good Food Ireland® Annual Awards Participate in and promote your business through these benchmark Awards. The only Awards uniquely highlighting to customers those businesses offering a premium local food experience.</p>	●	●	●

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2. DRIVE YOUR BRAND - MAKE YOUR BRAND RECOGNISABLE

Programme Levels

Benefits explained

Partnership Promotion

Improve your brand profile via Good Food Ireland® Food & Tourism partners (Failte Ireland, Tourism NI, Bord Bia, Tourism Ireland, Corporate Companies and domestic & international Tour Operators).

3 Star



4 Star



5 Star



Good Food Ireland® Events

Receive priority participation in all our Events.



Annual Touring Map

Distinguish and promote your business to a domestic and international audience via inclusion in our No.1 print promotional piece, complete with contact details and Eircode/Postcode display driving customers directly to your door.



Social Media Promotion

Improve your brand reach via our endorsement and promotion of your business to loyal, engaged followers across Facebook, Instagram, Twitter et al.



Signature Recipes

Enhance your onsite profile and include your signature recipes on goodfoodireland.com and have customers directed to your business profile for greater viewership.



Branded Listing

Your logo appears on your business profile on goodfoodireland.com



3. DRIVE YOUR SUCCESS - FURTHER VISABILITY AND SALES LEADS

Programme Levels

Benefits explained

Good Food Ireland® News Room

Our professionally curated news drives news worthy articles to a dedicated audience and media at home and overseas. Share your news and press releases via our Newsroom with automatic social media sharing.

Special Offers/Gourmet Breaks

Differentiate your offering via Special Offers & Gourmet Breaks in our promotional section with the added benefit of driving users to your site/booking engine via a direct link.

Competitions*

Trusted, quality competition prizes that are GDPR compliant are a great way to capture rich-data, create awareness of your business and drive sales leads.

Premium Positioning

Our premium positioning drives leads and builds brand recognition by being featured on the homepage of Ireland's premier food tourism website.

Video and Additional Imagery

A picture speaks a thousand words, with added imagery and an opportunity to upload videos of your business, you can create stand out and differentiation on the website.

Priority Placement - Nearby Places & Experiences

Get priority placement in our Nearby Places and Experience listings with users directed to your business profile on goodfoodireland.com.

Spotlight Promotion

Spotlight places the emphasis on your business through additional promotion, guaranteeing a further visibility and directing users to your business profile.

	3 Star	4 Star	5 Star
Good Food Ireland® News Room Our professionally curated news drives news worthy articles to a dedicated audience and media at home and overseas. Share your news and press releases via our Newsroom with automatic social media sharing.			●
Special Offers/Gourmet Breaks Differentiate your offering via Special Offers & Gourmet Breaks in our promotional section with the added benefit of driving users to your site/booking engine via a direct link.			●
Competitions* Trusted, quality competition prizes that are GDPR compliant are a great way to capture rich-data, create awareness of your business and drive sales leads.			●
Premium Positioning Our premium positioning drives leads and builds brand recognition by being featured on the homepage of Ireland's premier food tourism website.			●
Video and Additional Imagery A picture speaks a thousand words, with added imagery and an opportunity to upload videos of your business, you can create stand out and differentiation on the website.			●
Priority Placement - Nearby Places & Experiences Get priority placement in our Nearby Places and Experience listings with users directed to your business profile on goodfoodireland.com.			●
Spotlight Promotion Spotlight places the emphasis on your business through additional promotion, guaranteeing a further visibility and directing users to your business profile.			●

Joining Good Food Ireland®

All businesses undergo a rigorous application process with onsite inspection based on strict criteria prior to being approved. An essential feature is that we assure customers that our approved businesses achieve and maintain the highest quality standards as set out in the brand philosophy and criteria. Application does not automatically entitle membership approval.

What is the criteria?

Good Food Ireland® standards and core values are based on a superior food offering or its supply. Hence you must:

Demonstrate in a tangible way the link with local artisan partners by highlighting on menus and offering an authentic local food and drink experience

Showcase the taste and flavour of indigenous food and drink of our island

Only serve beef of Irish or Northern Irish origin

Prioritise the use of the core indigenous ingredients of Irish cuisine – lamb, pork and bacon, dairy, poultry, fish, seafood

Prioritise and feature Irish potatoes, vegetables and fruits in season

Support and prioritise home baked, in-house cooking/production and handmade items

Our Brand Philosophy

To prioritise Ireland's core indigenous ingredients in Irish Culinary experiences and food and drink produce, sustainably supporting Irish farmers, food producers and fishermen.

Call us now or Register Online



Monday - Friday 9am - 5pm GMT

Tel: +353 53 915 8693

Email: info@goodfoodireland.ie

www.goodfoodireland.com

in partnership with

