

# CORK FOOD FORUM 2011

Date: Wednesday 16th February, 2011

Location: Inchydoney Lodge & Spa Hotel,  
Clonakilty, Co. Cork.

Time: 6pm - 9pm

**FREE ENTRY** - REGISTER ONLINE AT [WWW.WCEB.IE](http://WWW.WCEB.IE)



# Forum Introduction

The Cork County & City Enterprise Boards are holding our third Cork Food Forum offering an opportunity for the Cork food sector to network, exchange information and knowledge. A panel of distinguished guest speakers will cover a range of food topics of interest that will benefit SME food companies during these challenging times.

## Who should attend?

The Cork Food Forum is aimed at SME food companies, food distributors, food retailers, executives in food marketing, manufacturing and technical areas of operation in the food industry.

## Food Forum Topics will include:

▶ **1. TESCO IRELAND :**

**Topic:** "Local Irish Food opportunities with Tesco Ireland".

▶ **2. LOCAL FOOD PRODUCER :**

**Topic:** "How to develop a successful Irish Food Brand on a tight budget"

▶ **3. LOCAL FOOD PRODUCER :**

**Topic:** "Things to know before you start a food business"

## The seminar will be addressed by:

- ▶ **Speaker: Carmel-Anne Brennan, Tesco Ireland, Commercial Business Manager**  
Dairy, Chilled Convenience, & Local Irish Food. [www.tesco.ie](http://www.tesco.ie)
- ▶ **Sean Og Duffy, Truly Irish.**  
[www.trulyirish.ie](http://www.trulyirish.ie)
- ▶ **Michael O' Neill, Irish Atlantic Sea Salt & Irish Atlantic Abalone.**  
[www.irishatlanticsalt.ie](http://www.irishatlanticsalt.ie)

Don't miss this opportunity to network with colleagues.



## TESCO

**"Local Irish Food Opportunities with Tesco Ireland".**

Tesco are Ireland's largest retailer with 128 stores in Ireland, employing 14,000 staff. Annually, Tesco sells 2 billion worth of Irish food products in Ireland and exports more than 655 million worth of Irish goods to Tesco stores all over the world. Tesco Ireland is currently on a drive to list more local Irish food brands, regionally and nationally. Carmel-Anne Brennan, Commercial Director of Dairy Chilled, Convenience, & Local Irish Foods at Tesco Ireland, will give an overview of Tesco Ireland and the opportunities that exist for local Irish food brands to do business with TESCO in 2011.

[www.tesco.ie](http://www.tesco.ie)



## TRULY IRISH

**"How to develop a successful Irish Food Brand on a tight budget"**

Truly Irish Country Foods is a Charleville based business established by pig producers throughout the island of Ireland. Shareholders, who are based in every county in Ireland supply exceptionally high quality pork products for sale in the local and international markets. Produced in Ireland by Irish farmers, The Truly Irish brand, accompanied by the Bord Bia Quality Assurance Mark on each packet, reassures consumers that their rashers, sausage's, and ham have been produced to the highest quality standards and are traceable from farm to fork. The brand has grown in just over four years to be one of the most recognized food brands in Ireland. Sean Og Duffy, Sales & Marketing Manager with Truly Irish, will share some of their key tips on how to develop a successful Irish Food Brand on a tight budget!

[www.trulyirish.ie](http://www.trulyirish.ie)



## IRISH ATLANTIC SEA SALT:

**"Things to know before you start a food business"**

Based on the Beara Peninsula in West Cork, Irish Atlantic Salt Ltd has access to some of the highest quality oceanic sea water in the world. Its geographical location provides the perfect, panoramic backdrop for the production of an artisan range of Irish Atlantic Sea Salt products. The uniqueness of the product and the environment from which it is sourced, provide the foundation for a strong brand identity, which reflects the remote, rugged and un-spoilt nature of the Beara Peninsula. Michael O'Neill started the family run business in 2009 and has since learned plenty of food business development skills along the way which he will share in his presentation.

[www.irishatlanticsalt.ie](http://www.irishatlanticsalt.ie)

# Seminar Programme:

**6.00pm – 6.30pm**

Tea/Coffee and light food  
Review of exhibitor food tasting stands

**6.30pm – 6.40pm**

Opening Address by  
Sean O'Sullivan, CEO,  
South Cork Enterprise Board

**6.40pm – 7.10pm**

Keynote Speaker: Carmel- Anne Brennan,  
Commercial Business Manager of Dairy  
Chilled, Convenience, & Local Irish Foods  
at Tesco Ireland.

**7.10pm – 7.40pm**

Sean Og Duffy, Sales & Marketing Manager,  
Truly Irish

**7.40pm – 8.10pm**

Michael O'Neill, Owner/Manager, Irish  
Atlantic Sea Salt & Irish Atlantic Abalone

**8.10pm – 8.30pm**

Open Panel Q&A

**8.30pm – 9.00pm**

Presentation of Certificates to the  
participants of the South & West Cork  
Enterprise Board's Advanced Food  
Programme 2010.



# Seminar Programme:

NEW to the Cork Food Forum will be: A live feed from the event for Twitters/Audio Boo/Fliker/You Tube

## Exhibitors will include:

- ▶ **Cork County & City SME Food Businesses**  
(up to 30 food tasting stands)
- ▶ **Cork County & City Enterprise Boards**
- ▶ **Bullseye Food Marketing**
- ▶ **Retailer Symbol Groups**
- ▶ **BIM – Seafood Development Centre**
- ▶ **Food Packaging Suppliers**
- ▶ **Food Ingredient Suppliers**
- ▶ **Cork County Council**  
(food units)



The 35 County & City Enterprise Boards (CEBs) were established in Ireland in 1993 to provide support to micro-enterprises (businesses employing 1-10 employees) at local level. They are funded under Ireland's EU Structural Funds Programme 2007-2013 with funding from the Exchequer and the European Regional Development Fund. The CEBs provide financial assistance, training, networking, business advice and mentoring to new and existing enterprises. They are uniquely positioned to understand local needs and develop long term relationships with local businesses. Cork County & City Enterprise Boards work closely together on initiatives in the added value food sector including the Advanced Food Programme and Cork Food Forum..

## Contact your local Enterprise Board:

- ▶ **Cork City Enterprise Board** Tel: 021-4961828 Email: [info@corkceb.ie](mailto:info@corkceb.ie)  
**Web:** [www.corkceb.ie](http://www.corkceb.ie)
- ▶ **North Cork Enterprise Board** Tel: 022-43235 Email: [enterprise@nceb.ie](mailto:enterprise@nceb.ie)  
**Web:** [www.nceb.ie](http://www.nceb.ie)
- ▶ **South Cork Enterprise Board** Tel: 021-4975281 Email: [enterprise@sceb.ie](mailto:enterprise@sceb.ie)  
**Web:** [www.sceb.ie](http://www.sceb.ie)
- ▶ **West Cork Enterprise Board** Tel: 023-8834700 Email: [enterprise@wceb.ie](mailto:enterprise@wceb.ie)  
**Web:** [www.wceb.ie](http://www.wceb.ie)

**FREE Entry but pre-registration is essential from [www.wceb.ie](http://www.wceb.ie)**

