

CORK FOOD FORUM

Date: Wednesday 30th June 2010

Location: Actons Hotel, Kinsale, Co.Cork

Time: 6pm - 9pm

FREE ENTRY



Cork County & City
Enterprise Boards



Forum Introduction

The Cork County & City Enterprise Boards are holding their second CORK FOOD FORUM offering an opportunity for the Cork food sector to network, exchange information and make contacts. In addition, a panel of distinguished speakers will cover a range of food topics of interest that will be of benefit to SME food companies during these challenging times.

Who should attend the Food Forum?

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 Irish food industry.

If you are unable to attend we encourage you to please circulate this notice to all colleagues within the food industry.

Food Forum Topics will include:

- ▶ Getting Listed - Retailer requirements for local artisan food producers.
- ▶ Getting it right – Key milestones in creating a successful new food business.
- ▶ Online Marketing - How to use the Internet to promote your food business via email/web/blogs/twittering/forums.

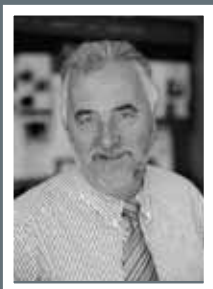
The seminar will be addressed by:

- ▶ **Liam Ryan, Ryan's SuperValu chain, Cork & Limerick**
- ▶ **Deirdre Hilliard, The Just Food Company, Cobh, Co. Cork**
www.justfood.ie
- ▶ **Damien Mulley, Mulley Communications, Cork City**
www.mulley.net

Don't miss this opportunity to network with colleagues.

Book now and remember entry is FREE.

Pre-registration: www.wceb.ie OR www.sceb.ie



Liam Ryan - Ryan's SuperValu chain, Cork & Limerick

Getting listed – Retailer requirements for local artisan food producers

Liam Ryan, a former Musgrave employee now owns and runs Cork's largest chain of SuperValu stores with outlets in Glanmire, Grange, Toger and also SuperValu Killmallock, Co. Limerick. Having recently opened Ireland's largest SuperValu store in Glanmire (26,000 sq.ft.) Liam employs 560 people in County Cork. His stores are strong supporters of local food producers, who supply them with an exceptional selection of the finest fresh local produce. 75% of all goods sold in all of Ryan's SuperValu stores are either produced or sourced locally in Ireland.

Deirdre Hilliard – The Just Food Company

Getting it right – Key milestones in creating a successful new food business.

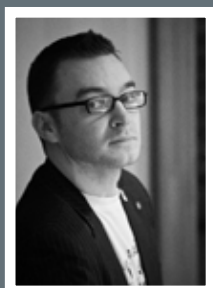
The Just Food Company was established in 2004 by Deirdre Hilliard who operated a stall at the Midleton Farmers Market. Now, from a commercial kitchen in Cobh, County Cork, they prepare organic handmade food, and supply their products to numerous supermarkets and restaurants around Ireland. A diverse range of fresh organic foods are produced at Just food by an experienced team, using only 100% fresh organic ingredients - as local as possible.



Damien Mulley - Mulley Communications

Online Marketing - How to use the internet to promote your food business via email/web/blogs/twittering/forums.

Damien Mulley runs Cork based Mulley Communications. By using the latest innovations of online marketing including: search engines, blogging, search advertising, LinkedIn, Facebook, Twitter and YouTube, he demonstrates how businesses can integrate these tools into their marketing plans as inexpensive ways to market their businesses and increase sales. He is the organiser of the Irish Blog Awards and Irish Web Awards.



Seminar Programme:

6.00pm – 6.30pm

Tea / Coffee
Review of exhibitor stands

6.30pm – 6.40pm

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

6.40pm – 7.10pm

Liam Ryan, Ryan's SuperValu chain
*Getting listed - retailer requirements for
local artisan food producers*

7.10pm – 7.40pm

Deirdre Hillard, The Just Food Company
*Getting it right - milestones in creating a
successful food business*

7.40pm – 8.10pm

Damien Mulley, Mulley Communications
*Online marketing – how to use the internet
to promote your business*

8.10pm – 8.30pm

Open panel discussion and closure

8.30pm – 9.00pm

Review of exhibitor stands and networking

Seminar Programme:

Exhibitors will include:

- ▶ **Cork SME Food Businesses** (20 food tasting stands)
- ▶ **Cork County & City Enterprise Boards**
- ▶ **Retailer Symbol Groups**
- ▶ **Bullseye Food Marketing**
- ▶ **BIM – Seafood Development Centre**
- ▶ **Food Packaging Suppliers**
- ▶ **Food Ingredient Suppliers**
- ▶ **CorkMeet 2010**



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
Web: www.corkceb.ie
- ▶ **North Cork Enterprise Board**: Tel: 022-43235 Email: enterprise@nceb.ie
Web: www.nceb.ie
- ▶ **South Cork Enterprise Board**: Tel: 021-4975281 Email: enterprise@sceb.ie
Web: www.sceb.ie
- ▶ **West Cork Enterprise Board**: Tel: 023-8834700 Email: enterprise@wceb.ie
Web: www.wceb.ie

Pre-registration: www.wceb.ie OR www.sceb.ie

