



# DUBLIN FOOD CHAIN



Dublin City | Dun Laoghaire-Rathdown | Fingal | South Dublin County



## CALENDER OF EVENTS 2012

### Training Seminar No. 1

Topic: Effective Food Packaging Design.  
Date: Tuesday the 21st February, 2012.  
Location: Guinness Storehouse, St. James's Gate, Dublin 8.  
Time: 6:30pm to 8:30pm.

#### CONTENT:

It can be a bit of a cliché to say that 'first impressions count', however, in terms of food packaging design it's a phrase that has genuine market resonance. Consumers buy with their eyes before they get to taste the product at home.

While consumers are often drawn to the handmade and traditional nature of artisanal food products, producers still need to be acutely aware of the huge significance of packaging design, and how product presentation can impact on retail buyers' and consumers' perceptions of their food brand.

The key to truly effective packaging is to communicate the uniqueness and personality of a product, while still fulfilling the high standards and professional presentation demanded by today's retail trade.

At this workshop you will learn the means, methods and tips that can help small and medium food producers choose effective packaging that will significantly boost their chances of securing new listings in a competitive retail environment.

#### SUMMARY:

This is an ideal workshop for anyone thinking of designing or redesigning their food packaging in 2012!

# Food Forum No. 1

Topic: Food Innovation & New Product Development.  
Date: Wednesday 14th March 2012.  
Location: TBA – Dublin South.  
Time: Expert Speaker Conference: 6.00pm – 7.00pm.  
Artisan Food Producer Showcase: 7.00pm – 8.00pm.

## CONTENT

- Conference – Two expert guest speakers. (15 min each).
- Networking Opportunity – Exchange ideas & develop leads.
- Meet the Buyers – Retail & Foodservice.
- Showcase – Local Food Producer Demonstration / Information Stands.

## SUMMARY

The quarterly “Dublin Food Forum” event brings together producers, retailers, restaurateurs, buyers, distributors and a wide range of food industry experts from areas such as sales, marketing, food science, and technology.

It provides all of those involved in the food sector in Dublin with an opportunity to network, exchange ideas, and more importantly to develop new business ideas and develop new markets for their food products. It will also provide Retail and Foodservice buyers with an opportunity to meet with local food and drink producers from County Dublin.

Hear from our expert speakers some practical examples of success factors that are crucial for developing a commercial new food product. Hear examples of simple ways to research and test new food products, as well as looking at budgetary issues and the importance of new packaging.

# Training Seminar No. 2

Topic: How to grow your food brand through PR & Social media.  
Date: Tuesday the 17th April, 2012.  
Location: TBA – Fingal.  
Time: 6:30pm to 8:30pm.

## CONTENT

Our practical ‘how-to’ guide will help you learn the straightforward tools you’ll need to create your own press releases and generate industry specific lists of editors and key public relations contacts. During the workshop we’ll also study the effective use of press photography, newsletters, sponsorship and making the most of PR opportunities such as competitions, exhibitions and conferences.

In addition, we’ll analyse the importance of a social media PR campaign. Using cost-effective strategies (Facebook, Twitter, LinkedIn, blogs etc.) we show you the latest PR techniques that can help to promote your brand online and strengthen your relationship with your target market.

## SUMMARY

This is an ideal workshop for anyone looking to grow their food brand on a tight budget in 2012! Participation in this practical one-day workshop is essential for anyone hoping to increase awareness of a new or established range of food products.

# Food Forum No.2

Topic: Marketing your Food Brand on a tight budget!  
Date: Thursday 7th June 2012.  
Location: TBA – Dublin City Centre.  
Time: Expert Speaker Conference: 6.00pm – 7.00pm.  
Artisan Food Producer Showcase: 7.00pm – 8.00pm.

## CONTENT

- Conference – Two expert guest speakers. (15 min each).
- Networking Opportunity – Exchange ideas & develop leads.
- Meet the Buyers – Retail & Foodservice.
- Showcase – Local Food Producer Demonstration / information Stands.

## SUMMARY

Learn what marketing, branding, and PR are really all about. Discover the importance of the 'marketing mix' and the best promotional techniques for your food business.

Hear about strategies that have enabled other food businesses to implement targeted marketing campaigns and deal with any competitor threats.

# Training Seminar No.3

Topic: Growing your Food Business!  
Date: Tuesday the 3rd of July, 2012.  
Location: TBA – Dublin South.  
Time: 6:30pm to 8:30pm.

## CONTENT

- Opportunities and trends in the food sector 2012.
- Selecting and researching New Product Ideas.
- Low cost food manufacture.
- The importance of packaging.
- Where can I sell my products?

## SUMMARY

This is an ideal workshop for anyone already operating a business in the food sector. Food producers, manufacturers, foodservice operators, and distributors.

Even if you are just considering starting a food business come along and get some information to help you grow your food business.

# Food Forum No.3

Topic: Food Distribution – Key to success in the food sector!  
Date: Tuesday 11th September 2012.  
Location: TBA – Dun Laoghaire-Rathdown  
Time: Expert Speaker Conference: 6.00pm – 7.00pm.  
Artisan Food Producer Showcase: 7.00pm – 8.00pm.

## CONTENT:-

- An overview of food product distribution channels in Ireland.
- How will your food brand get to your customers?
- Which distribution channels are best to carry your brand?
- Deciding what geographical territories you want your brand to be marketed and supported i.e. ROI, NI, UK, EU etc.
- Which retailers do you want to sell your products?
- Researching and analysing alternative distribution channels, warehousing and physical distribution requirements.
- How to choose a good distributor or agent.
- Putting terms & conditions in place.
- Distributor contracts.
- Determining distribution margins and costs.
- Deciding on the best distribution route to market.

## SUMMARY

It's a well-established fact that the essence of marketing is having the right product in the right place, at the right price!

The distribution side of your food business shouldn't be a complicated process. However, many companies find that storing finished products and delivering them to the point of sale can surprisingly cause all sorts of logistical headaches.

This course will outline the best distribution strategies and highlight the common problems that companies encounter as they plan out their distribution channels. In addition, we look at the supplier-retailer relationship and help you anticipate any difficulties that may occur.

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