

# Food Academy

## Supporting the Growth of Ireland's Food and Drink Industry



# FOOD ACADEMY

FOOD KNOWLEDGE FOR GROWTH

**Bord Bia**  
Irish Food Board

**Óifig Fiontair Áitiúil**  
Local Enterprise Office

**SuperValu**  
Real Food. Real People



# WHAT IS FOOD ACADEMY?

Food Academy is a development programme giving Irish food and drink producers a big chance. Through workshops, mentoring and the opportunity to pitch to SuperValu store owners this is a unique opportunity to see your product on the shelf of one of Ireland's leading retailers. Bord Bia, SuperValu and the Local Enterprise Office collaborate to ensure you have every opportunity to grow your business.



## WHY PARTICIPATE?

- Understand your market and your consumer
- Develop your brand's unique selling proposition
- Understand the basics of pricing, margins and promotions
- Learn the essentials of food safety, packaging and labelling
- Prepare your marketing plan and retailer pitch
- Opportunity for successful companies to pitch to SuperValu for trial in local stores

## FURTHER INFORMATION AND HOW TO APPLY

The Food Academy programme is run throughout the country by the Local Enterprise Offices.

Programme details and timings are available through your Local Enterprise Office and to find out more and express your interest please contact your nearest office.

You can locate your nearest LEO through their website:  
**[www.localenterprise.ie/Find-Your-Local-Enterprise-Office](http://www.localenterprise.ie/Find-Your-Local-Enterprise-Office)**

## WHAT PREVIOUS FOOD ACADEMY PARTICIPANTS HAVE SAID



**SEAN MCGLOIN & JOHN BRENNAN, BLAKES ALWAYS ORGANIC, CO. LEITRIM**

"The Food Academy has enabled us to build a market for a completely new product range. As a small producer, it has allowed us to grow our business in a sustainable way which we could not have done otherwise."



**SEAN NOLAN, UNION HALL SMOKED FISH, CO. CORK**

"The Food Academy has been a huge benefit to our business, it has helped grow the Union Hall brand nationwide and has given us great support in all aspects of running a small food business. Food Academy really does give small producers a big chance."



**LAURA MURPHY, SYNERCHI, CO. DONEGAL**

"Food Academy has given us the best possible opportunity to scale our business on a national level with a major multiple retailer, brought our innovative product to a new (and very receptive) consumer base and their learnings and support along the way have been, and continue to be invaluable to our business"



**CRAIG GRATTAN, THE SWEET POTATO PIZZA COMPANY, CO. DUBLIN**

"The material covered in the Food Academy programme is vital to operating a food business. I would recommend the programme for food business start-ups looking to get their product into the retail world, it definitely takes the stress & hassle away."



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