



Fáilte Ireland

National Tourism Development Authority

National Food Tourism E-commerce Webinar

# Maximise your Opportunities for Online & Off-premise Sales





**Fáilte Ireland**

National Tourism Development Authority



## **Paddy Matthews**

Head of Operations - Ireland's Hidden Heartlands  
Fáilte Ireland

## **Tracey Coughlan**

Manager Food Tourism  
Fáilte Ireland





# SURVIVE *to thrive*



## Webinar will cover

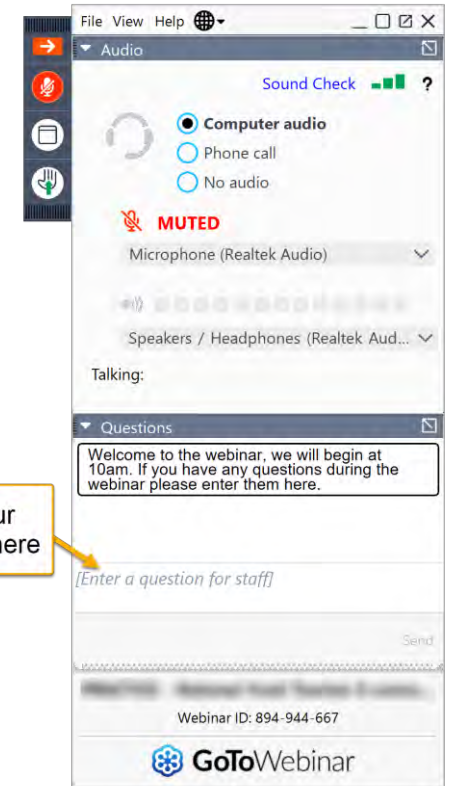
- What does the food consumer want - latest behaviour research.
- What are the emerging global food experiences?
- How to choose and prepare your product for online sales?
- **What's in the box? Food that travels well – sustainably.**
- Maximising sales & revenue, the online opportunity
- Communications and PR strategies
- Communication Experts
- Case Studies - Peers



## House-Keeping

- Enter questions throughout the webinar via the **Questions panel** on the right. We will answer them during the live Q&A at the end.
- No formal break
- Follow-up will include the Recording, Slides & any templates or docs mentioned during the webinar
- Time checks
- Polls

Enter your questions here





**Fáilte Ireland**

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# **Tracey Coughlan**

Manager Food Tourism  
Fáilte Ireland

# Food Tourism Research Overview

Tracey Coughlan



# International Research



**DESTINATION RESEARCH**

**Including:** Slovenia  
Istria Croatia  
Somerset UK  
Lisbon  
Copenhagen  
Basque Country  
Melbourne





You are here: [Home](#) -> [Food tourism](#)

[Print Page](#) 

### In this section

[Product development](#)

**Food tourism**

▶ [Webinars](#)

▶ [Research and innovation](#)

### Get in touch



Get in touch with the customer support team.

[Contact us](#)

### Food tourism

Food and beverage consumption accounts for 35% of all international tourism revenues. Ireland's food and beverage offering has a significant role to play in the tourism industry's recovery from the impact of COVID-19.

Our goal is to ensure that Irish food and beverage operators are positioned to deliver a world-class offering that is consistent, value for money yet profitable.

Explore the featured resources from business support information and tools to the latest food tourism insights and innovations.

### Insights and innovation



Explore our research and innovation resources for the latest on customer behaviour.

[Learn from the latest food tourism research](#)

### Webinars



We have created a series of webinars to help you build a world class food network.

[Watch the webinars](#)



What does the Irish food consumer want?

# It can be challenging for consumers to predict their future behaviour...

Particularly in a situation as uncertain as the Covid-19 pandemic

However, the research work supports the view that:

New behaviours with regards to eating out/dining in have been adopted since March 2020

Some of these behaviours offer obvious benefits to the consumer so there is a good chance that at least some of them will stick in the longer term (post-vaccination)



# Introduction

The food and beverage sector has been greatly impacted by lockdowns and restrictions imposed due to Covid-19. The creativity and ability of businesses to pivot and adapt during this time has been crucial to the survival of many to date.



**TAKE AWAY/  
CLICK & COLLECT**



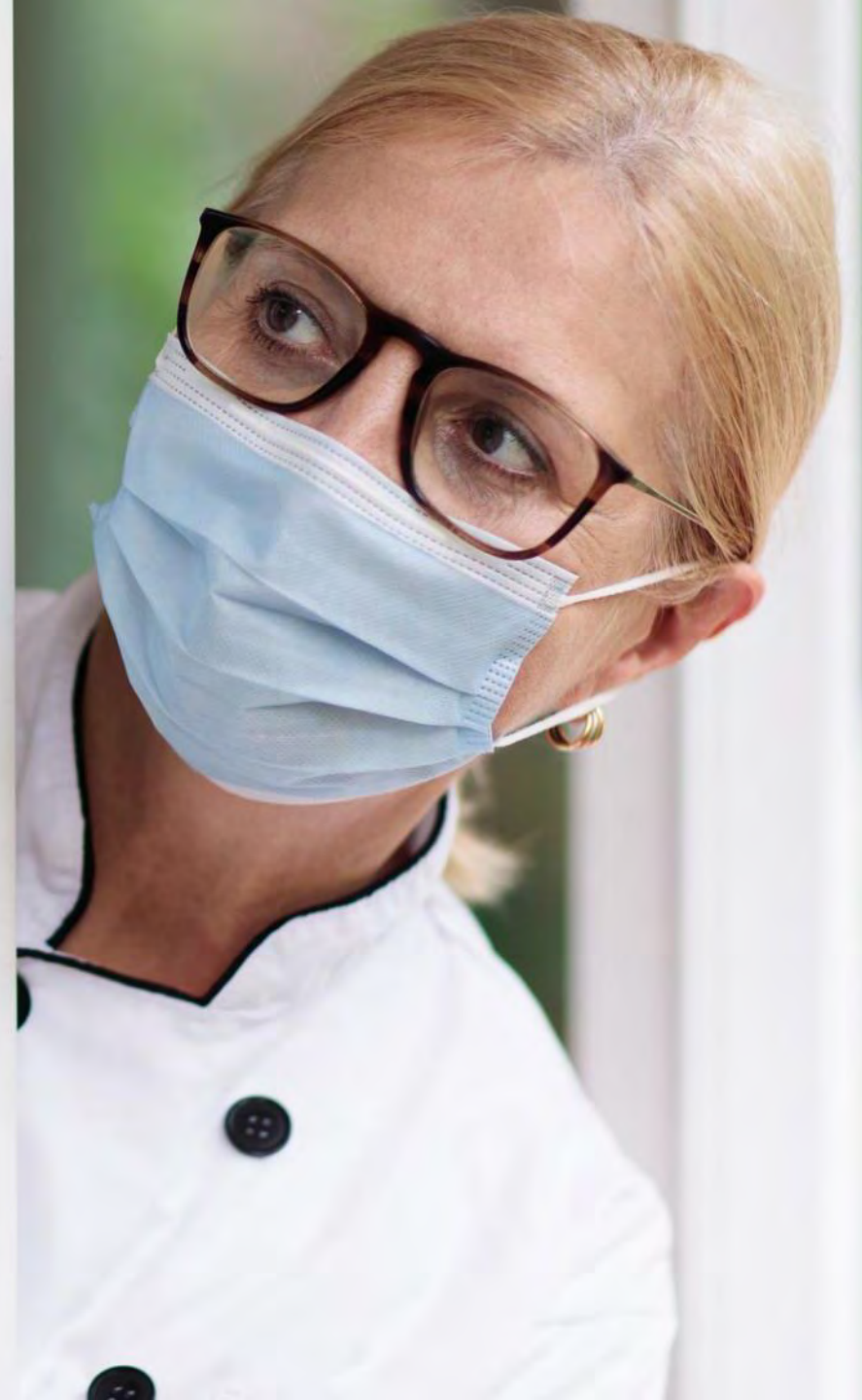
**OUTDOOR  
DINING**



**TIMINGS &  
TECHNOLOGY**

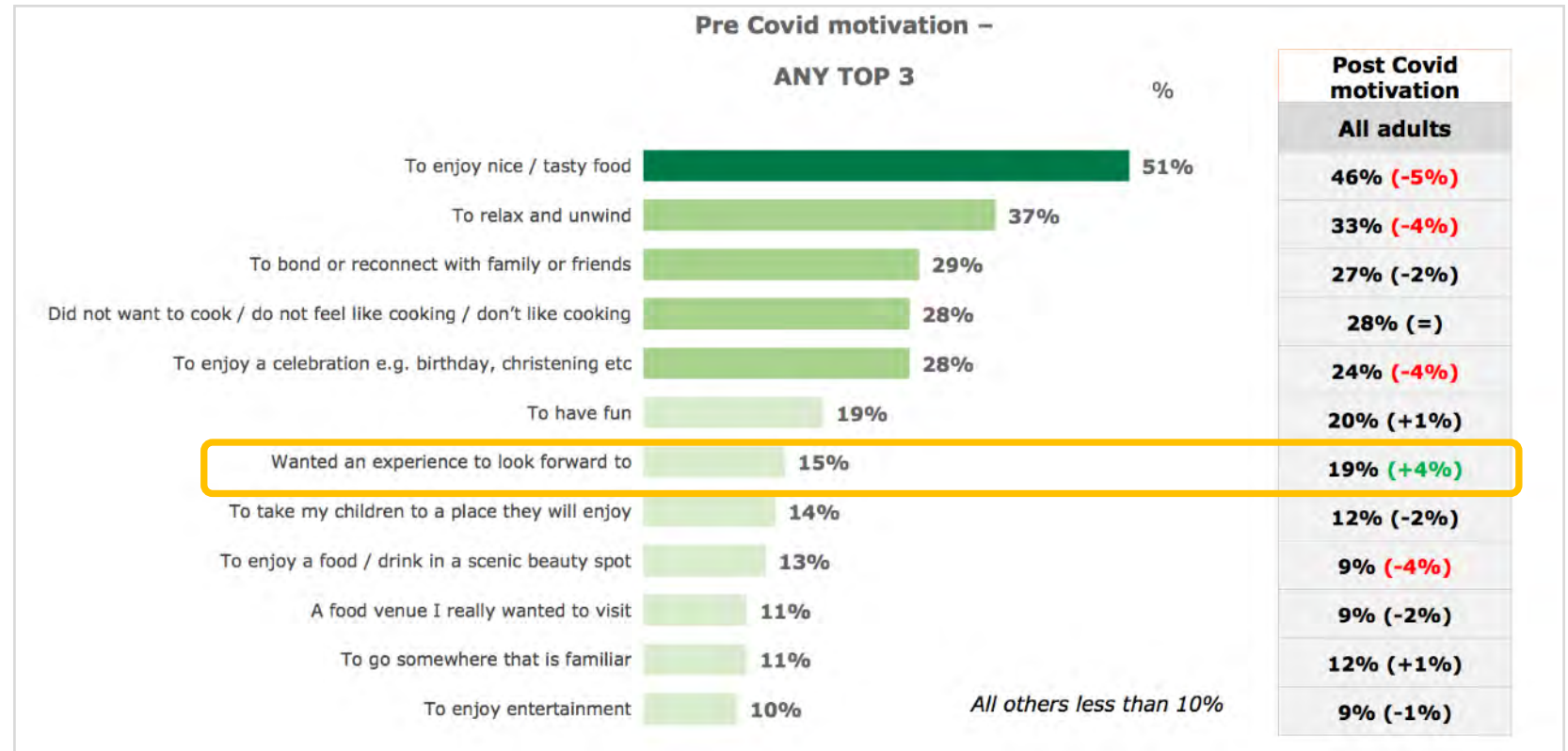
Take Away/  
Click & Collect

We are  
**OPEN**



# Basic pattern of Pre & Post Covid motivations is largely consistent;

Albeit stronger Post-Covid emphasis on different experience (break from enforced routine)



Base:

All Irish adults who ate out or ordered in during 2019 n- 1032

Question text: Q.12

Since the Covid-19 pandemic which of the following are the five most important motivations for eating out or ordering in?

## Pre-Covid Behaviours

- Pre-Covid more than 30% of Irish consumers were weekly users of takeaways and cafes
- Takeaway accounted for 71% during lockdown
- 15% new market share is in restaurant takeaways (favourite/local restaurant – diversifications)
- Research suggests a strong pent-up demand for restaurant/café/gastro pub experiences due to lock down.

(Consumer segment detail available)





## During the lockdown and re-opening stage

### Consumers stating using favourite establishments in different ways

- Getting takeaway/meal kits from restaurants where they used to 'sit in'.
- Frequenting food trucks for new meal occasions and in different locations.
- Shopping for food in local cafes that have turned themselves into farmer's markets.
- Getting takeaway pints/cocktails from bars rather than sitting in.
- Going for food and drink in the pub rather than just drinks.
- Buying nicer food in supermarkets and delis for picnics and eating at home.



# Supporting local

## A resurgence for supporting local.

- Desire to support local business
- Desire to avoid taxis/public transport
- Desire to avoid cities/urban centres - busy
- Feeling a stronger connection with your neighbourhood during lockdown
- Staycation – self-catering, caravan and camping





# Outdoor Dining

## Positive experiences

Almost half of consumers have eaten outside since March: overall evaluation is fairly positive.

### Rationale for being more comfortable eating outside

**51%**  
feel safer

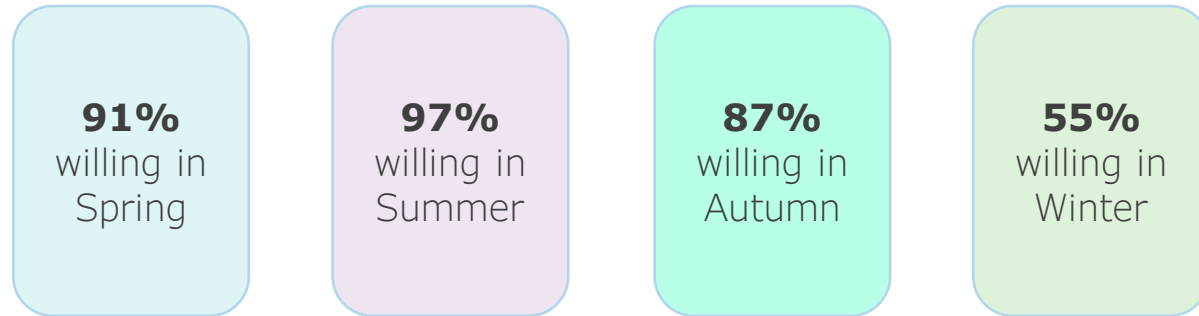
**31%**  
want more  
fresh air/  
ventilation

**16%**  
want more  
space for  
social  
distancing



## Willingness to eat outside

- Willingness to eat outside does vary by season



- Variance in industry and consumer view
- Outside Dining - there is a cross season preference for casual dining, light bites & drinks /cocktails
- Opportunities for food/coffee trucks on outdoor trails and outdoor areas & picnics (local foods)



# Weather Protection

- Consumer tend to feel safer outside
- Key trade off - safety vs Irish weather
- Keeping **warm** a big factor
- 59% mention availability of heaters/heated seating as important criteria.
- 68% mention covered areas (i.e. wind & rain protection)
- We're a cool country, so need to have appropriate solutions – Scandinavia not Spain



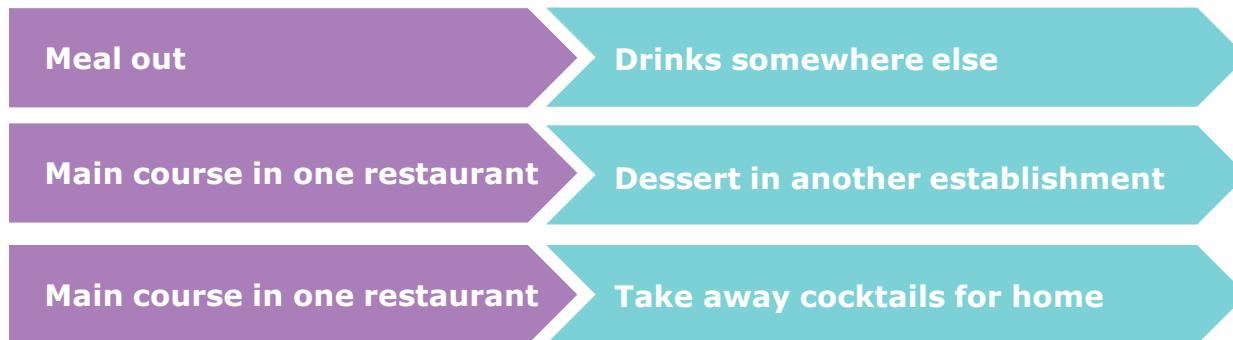


# Technology & New Behaviours

# Return to eating out

## New behaviours...

- Consumer now used to having to book 90-minute slots
- This hasn't improved the eating out experience for most & not something that they want to continue long term.
- It has however given rise to more complex restaurant 'journeys' (referenced by some) which could be something that presents opportunities in the future.



- Timeslots – segmentation GenZ versus senior clientele / niche



# Click and collect a new normal

## Consumers use of tech across all stages of the experience increased

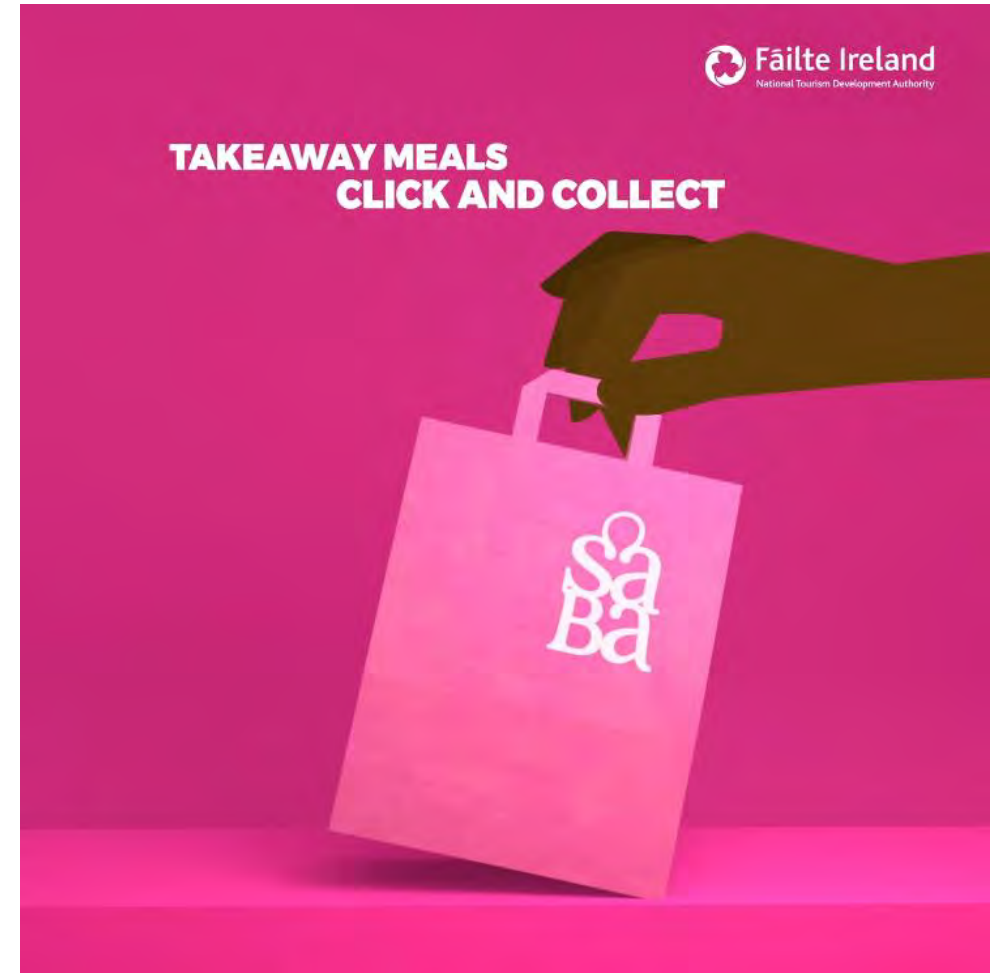
- Ordering (from home)
- Delivery apps (Uber/Deliveroo etc.)
- 'Checking in' to a restaurant/Menu's in advance
- Ordering (pre-visit & in a restaurant)

**73%**

likely to continue using click and collect after the pandemic

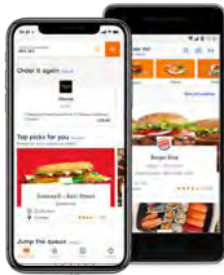
**73%**

likely to continue using food ordering apps/menus when in a pub or restaurant after the pandemic





# The extent to which technology can add will depend on the experience sought



## Takeaway/Delivery options

Openness to whole process being technologically driven.



## Casual dining

Interest in ordering via app or utilising QR codes, potentially even before reaching the establishment, but some level of personal service expected when inside.

Ideally this delivers an actual benefit beyond 'safety' (i.e. more efficient service).



## High end dining

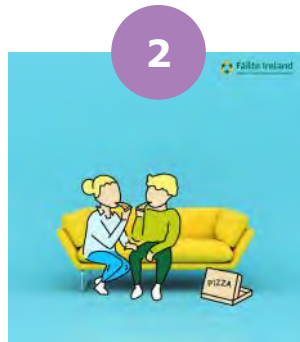
Resistance to this kind of experience becoming technologically driven. Personal service will still be key, start to finish.

Some creative thinking may be required around menus (little interest in these being digital).

# Summary recommendations



Even as vaccines get rolled out and the situation becomes more manageable, Covid-related measures, like **outdoor eating and distancing** will be important to customers to help them feel more 'safe'. Establishments should be prepared to cater for this for the foreseeable.



Many of the Covid-related innovations in this sector **have clear benefits** for the consumer and may be here to stay.

The sector has been very flexible and innovative thus far, and this spirit will continue to be vital as core business models may look very different again, this time next year.



**City centre establishments** have had it tougher than most and a return of growth here might be further impacted by longer term WFH.

More support for this sub-sector would be appreciated by the trade.



There was much enthusiasm this summer for **more casual dining out options**, during domestic holidays like fish and chips vans/food trucks/picnics.

There are opportunities to build on this as part of our summer campaigns next year.



**Technology has flourished** within the sector as a result of Covid-related restrictions.

Long term, it is welcomed where it improves the eating out/dining in experience (greater efficiency for example).

However, it is important that we recognise where tech doesn't enhance – where human contact is a key part of the experience.



**No 'one size fits all' solution exists for the sector** in managing post-Covid impact.

So much depends on space, clientele, location, ambience, investment potential to some degree, advice to establishment needs to be tailored.



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COVID-19 SUPPORT HUB

Search the hub



What's new

Business supports

Operational guidelines

Government supports

COVID-19

Business Supports Hub

Quick links



HOTELS &  
GUESTHOUSES



RESTAURANTS  
& CAFÉS



B&Bs



CARAVANS  
& CAMPING



SE



THANK YOU



**Fáilte Ireland**

National Tourism Development Authority

# **Pól Ó Conghaile**

Travel Editor,  
Irish Independent



**Featured  
Industry  
Peers**

- Saba

# RETHINKING 2021

**CAN FOOD & DRINK BRING THE WORLD TOGETHER?**

**WHAT THE HELL  
JUST HAPPENED?**



# AND NOW?

**'EXISTENTIAL CRISIS'** - Euromonitor

**RECESSION FOR SERVICES & CULTURE**

**SURVIVAL, STAFF RETENTION**

**RECOVERY... 2021 OR 2029?**

**WHERE DO TREND LINES LEAD?**





**THE BIG  
5**

**RESET**

**AT HOME**

**EXPERIENCE**

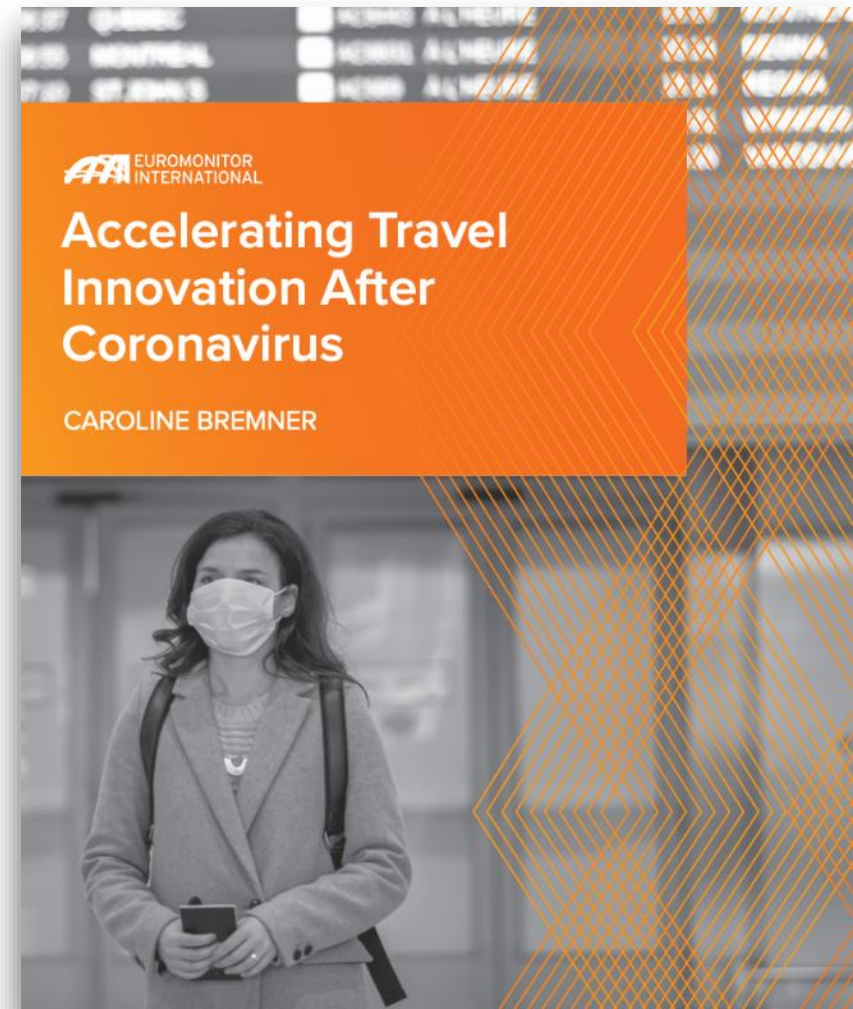
**SUSTAINABILITY**

**COMMUNITY**

# 1 THE GREAT RESET

WE'VE HIT ROCK BOTTOM. NOW WHAT?

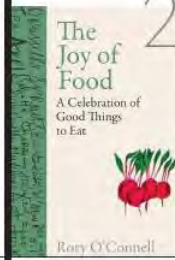
COVID AS CIRCUIT-BREAKER  
WHAT CAN DISRUPTION DO  
FOR ME?  
SPACE TO REIMAGINE





Gift guide

1



2

- 1. Six craft cocktails for two to share, €75, [craftcocktails.ie](http://craftcocktails.ie)
- 2. *The Joy of Food* by Rory O'Connell, €25
- 3. A six-pack of Harry's Nut Butter, €41.40, [harrysnutbutter.com](http://harrysnutbutter.com)
- 4. Plate from the people who make ceramics for restaurants such as Allta, €48, [fermyokpottery.ie](http://fermyokpottery.ie)
- 5. Turas forager's basket by Sarah Jenkins, as used by Jess Murphy of Kal, €175, at Emie's, Sea Road, Galway or via Instagram DM @sarahjenkinsonbaskets
- 6. Sourdough and kombucha starter kits, €12 and €16, [riverunferments.com](http://riverunferments.com)
- 7. Handmade chocolate Christmas tree by Erik Van der Veken, €59, [arcanechoocolate.com](http://arcanechoocolate.com)
- 8. Ultimate Vegan Hamper, €140, [falconandbyrne.com](http://falconandbyrne.com)
- 9. *Bacon: The Cookbook* by Irish food writer Niamh Shields, €20 plus P&P. pre-order goes live on Dec 1 at [baconthecookbook.com](http://baconthecookbook.com) and will be shipped on Dec 14 in plenty of time for Christmas
- 10. Online tortilla masterclass with Lily Ramirez-Foran, €65, [picado.mexican.com](http://picado.mexican.com)



3



11



12



4

# Gifts for foodies

Katy McGuinness rounds up artisan Irish produce and delicious cookbooks that food lovers will adore



5



13



14



15



6



7



16



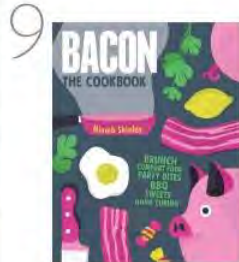
17



18



8



9



10



19



20

- 11. Sweet and savoury McNally Farmhouse Preserves gift sets, from €15, [mcnallyfamilyfarm.ie](http://mcnallyfamilyfarm.ie)
- 12. Localised tins of baked beans, €7.50, [heinztohome.ie](http://heinztohome.ie)
- 13. Professional shucking knife, €15, and 50 native oysters, €60, [kelloysters.com](http://kelloysters.com)
- 14. The Ultimate Cooking Spoon, €28, [hewn.ie](http://hewn.ie)
- 15. Richard Corrigan's Virginia Park Lodge Christmas Dinner Hamper, for collection and delivery in Meath, Cavan and Dublin, €275, [virginiaparklodge.com](http://virginiaparklodge.com)
- 16. A hamper from Aniar in Galway, including a signed copy of *The Irish Cookbook* by JP McMahon, €98, [anirrestaurant.ie](http://anirrestaurant.ie)
- 17. Kenmare restaurateur and chef Maura Foley's book, €35, [mywildatlantickitchen.com](http://mywildatlantickitchen.com)
- 18. Kelp-handled cutlery, as used at The Cliff House in Ardmore, from €30, [atlantirishseaweed.com](http://atlantirishseaweed.com)
- 19. Cheese lovers will appreciate this set from the Cook with Never range, €10, [dunnestores.com](http://dunnestores.com)
- 20. A beautiful copper water jug with purpose, €50, [wemakegood.ie](http://wemakegood.ie)

**Back to  
Dine.**





Paul Cadden

Saba

*Dublin*

# BEYOND THE HAMPER



TREATS & LUXURY  
GIFTS = NEW CUSTOMER  
IRISH OVERSEAS (TASTE OF HOME)  
TRAVEL FANS (TASTE OF ABROAD)  
CATERING TO SELF-CATERING  
EXTRA REVENUE

**2**

**A WORLD AT HOME**

**IT'S WHERE THE HEART IS**





Gretchen Goldman, PhD

@GretchenTG

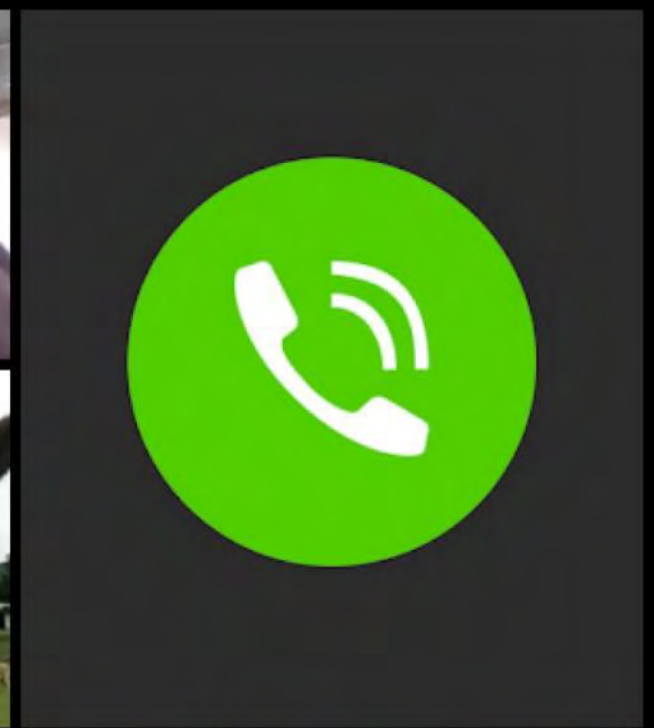
Just so I'm being honest.

[#SciMomJourneys](#)



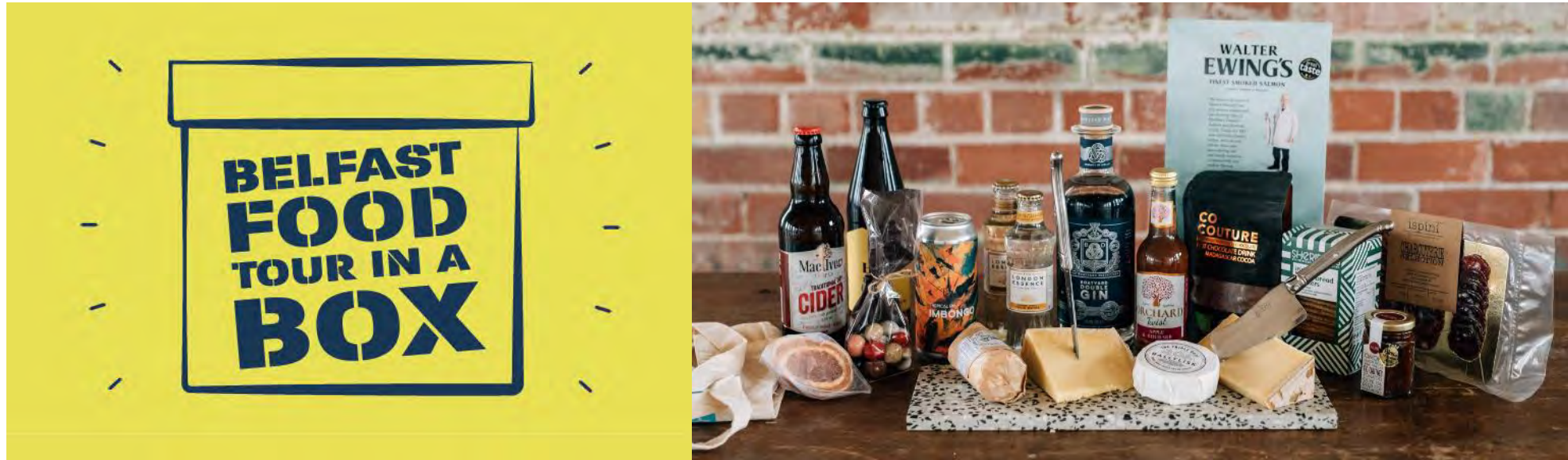
9:58 PM · Sep 15, 2020 · Twitter Web App

35.1K Retweets 5.6K Quote Tweets 308.6K Likes



**RECONNECT THROUGH FOOD**

# CONNECT AND IMMERSE



‘The experience offers a chance to discover a taste of the Belfast Food Tour from the comfort of their own home with a few friends – and we can still connect with and support our network of suppliers’

# **CORPORATE OPPORTUNITY**

**REMOTE WORKING & ISOLATION**

**81% HAVE NO WORKPLACE SOCIAL ACTIVITIES**

**JUST 9% WILL HOST VIRTUAL PARTY**

**-IRISHJOBS.IE & IREACH (2,620 EMPLOYEES IN IRELAND)**

# **3** EXPERIENCE THIS!

**THE EXPERIENCE ECONOMY**

peek

LOG IN / SIGN UP REDEEM FOR OPERATORS

# Discover your next adventure

Book top-rated activities for travelers and locals

Enter Destination - San Francisco, New York... From To SEARCH

The Washington Post  
*Democracy Dies in Darkness*

On Small Business

## Travel Companies That Are Thriving Amid the Pandemic

You can still belt out showtunes with actors who serve as guides on Peek's \$40, two-hour theater district walking tour. Photographer: Eduardo Munoz Alvarez/Getty Images North America (Photographer: Eduardo Munoz Alvarez/Getty Images North America)

By Jen Murphy | Bloomberg

November 10, 2020 at 12:19 a.m. GMT

In January, the experiential travel platform Peek celebrated \$1 billion in bookings since its founding in 2012. Then the novel coronavirus hit. Ruzwana Bashir, founder of the San Francisco-based startup, watched business vanish overnight. "By April, we were at zero," she says. "With America in lockdown, people couldn't experience anything. Things looked dire."

‘TRAVELLERS LOOKING TO EXPLORE THEIR OWN BACKYARDS’



**KATZ'S DELICATESSEN**  
ESTABLISHED 1888



Taste Of New York

**\$150.00**

IN STOCK

Flavor ▾

Choose an Option...

Quantity

- 1 +

Add to Cart

Now you can get all of Katz's favorites in one perfect package!

Do you...

- A) Miss the taste of Katz's legendary pastrami?
- B) Wish you could share a true NY deli experience with your family and friends?
- C) Want to show your pesky neighbor what real pastrami, mustard and bagels taste like?
- D) Need a perfect gift for someone who loves good food?

If you answered 'yes' to any of the above, then this package is for you!



BuJo x weber 





# FROM THEODORE'S TO TED'S

Family snack-bar to grocer & bottle shop

Take-home meals

Booze boxes, cocktail kits

Access to the bar's playlists





# SUBSCRIPTIONS

EXPERIENTIAL SHOPPING



# A NOTE ON QUALITY

**PLEASE DON'T DISAPPOINT!  
WHAT DOES THE PRODUCT SAY ABOUT YOU?  
VALUE IS MAKE-OR-BREAK  
CONNECT CUSTOMER & BRAND  
ADD A LITTLE EXTRA...  
(HAND-WRITTEN NOTES, A SURPRISE, A LITTLE FLOURISH)**

**4**

# **SUSTAINABILITY**

**WATCH THAT PACKAGING!**

A close-up photograph of a row of t-shirts hanging on wooden hangers. The t-shirts are arranged in a color gradient from left to right: bright yellow, various shades of green (from light to dark), and dark green. The text "TRAVEL'S FAST FASHION MOMENT?" is overlaid in the center in a bold, white, sans-serif font.

**TRAVEL'S FAST  
FASHION MOMENT?**

**The  
New York  
Times**

## Iceland Tourism Prepares for a Comeback

The country hopes that when people book their first post-pandemic flights overseas, Iceland will be the top choice. It also aims to learn from the recent past, when tourist numbers soared.



A scene near Akureyri, Iceland. The country's decade-long tourism boom was disrupted by the pandemic, but Iceland is looking to the future, with an eye toward both accommodating and controlling large numbers of tourists. Getty Images



# GREEN GUINNESS

**'GRAIN TO GLASS'**

**CARBON-NEUTRAL PINTS**

**150K+ SMALLHOLDER FARMS**

**50% OF LEADERS WILL BE WOMEN**

**45% 'ETHNICALLY DIVERSE BACKGROUNDS'**

## Brands face losing customers over excess packaging warns Mondi

New research from paper packaging giant Mondi warns that brands face losing customers over excess packaging.



According to Mondi's online survey of over 2,000 people aged 16-75 across the UK conducted by Ipsos MORI, the majority of British consumers say they would switch to a different brand if it uses less packaging than other do. Southerners outside of London are the most likely to make the switch, with Londoners, Scots and the Welsh trailing behind.

**PackagingNews**

**WHAT DOES YOUR  
DELIVERY SAY  
ABOUT YOU?**



**5**

**COMMUNITY**

**RETURN OF THE LOCAL**



**GAA, BANGKOK**



**GARIMA ARORA**



**'I'm a champion of Thai local ingredients, local techniques, local this and that, but I think we forgot about our local client base. Restrictions on travel made us realise we weren't paying attention to our biggest local asset.'**

**A new casual canteen and wine bar, open through the day, will create 'an accessible experience for Bangkok natives'**



ACCOR

*Lifestyle Brands with  
purpose deeply rooted  
in local communities*

**Skift** MEGA  
TRENDS

LOOKING AHEAD  
TO 2025





ACE HOTEL X D'ANGELO NEW YORK  
**ACOUSTIC GUITAR**  
\$ 700.00



DONOVAN EDWARDS FOR THE TENTH  
**BLACK IS LOVE IS BLACK BAYARD RUSTIN PRINT**  
\$ 45.00



PENDLETON FOR ACE HOTEL  
**WAVY THROW BLANKET**  
\$ 240.00



ATELIER ACE X WINGS + HORNS  
**ACE HOTEL KYOTO ROBE**  
\$ 175.00



ATELIER ACE  
**STANDARD ISSUE ORGANIC COTTON BEDDING**  
FROM \$ 15.00



ATELIER ACE X NEW GRA  
**ACE HOTEL KYOTO HAT**  
\$ 50.00

# HOTEL & RESTAURANT

# RETAIL

ACE HOTEL

SHOP

# STAYCATION NATION



# #LOCALHEROES



FOLLOW THE TREND LINES:  
**IRELAND CAN BE A LEADER!**



lonely planet  
**BEST IN TRAVEL**  
*2021*  
Burren Ecotourism Network  
'Best Community Tourism Project'



**THANK YOU!**

**@POLOCONGHAILE**

**Retail Expert**

# Jennifer Kennedy

- Retail consultant specialising in retail development within tourism and heritage.
- Over the past 20 years, has worked with numerous global organisations from start-ups to multi-nationals, her clients are tourism destinations all across Ireland.
- Career spans across business strategy, retail, commercial tourism development.



**Founder & Director  
JK Consulting**

## **Featured Industry Peers**

- Michael's, Dublin
- Tuscany, Killaloe/Ballina



# Create an engaging retail experience for your brand online!

- ✓ Top Tips to maximise your offer online.
- ✓ Best in class case-studies.
- ✓ Additional products to enhance the gifting offer.
- ✓ Packaging and communicating your offer.

## Key Topics

- What should I sell?
- The Power of Emotion!
- The Visual Path to Purchase.
- How to enhance the customer experience.
- Ensure Profitability.
- Packaging & Shipping





TOPIC 1  
What Should I Sell!?

## Here we are , it's 2021!

Restaurants/pubs/gastro pubs are innovating and creating online retail opportunities to stay in business!

- As a result, the gift-giving experience is one that is ripe for improvement and getting new scrutiny.
- With consumers unable to travel, the use of online gift giving is poised to hit record levels.
- Value/Local/Safe are key drivers to purchase in 2021.
- Are we ready to provide value to customers shopping for gifts online today, tomorrow, and beyond?



There has been an explosion of food operators big and small offering online deliveries ,click-and-collect options and telephone orders. Small restaurants have developed new - and essential - income streams while helping people to stay safe by staying at home and allowing the food they need to come to them. There are restaurants that would never have imagined delivering food to the front doors of [Ireland](#) now more than happy to do so, while hardware shops are dropping paint off at people homes, off-licences , wine sellers and other shops are helping people to avoid queues by ordering online.

# Target Market

01

## Domestic

We have a unique opportunity within the domestic market this year, people will travel less to visit each other but will still want to acknowledge special occasions and send a gift.

02

## International

Customers who want to send a piece of home abroad. -International shipping and the cost of it will play a role in the decision-making path to purchase. Ensure you are clearly communicating your costs and policy regarding time-frame for shipping.

03

## Self-Gifting

Customers who want to give themselves a treat now and are planning future treats. More than ever customers want to cheer themselves up and self purchase gifts.



## Who are you?

### This will define the type of product you should sell online

- Your own brand must take center stage when selling your product online, through product, packaging and messaging.
- What type of product do you produce and how many options are within your product range?
- Depending on the nature of your product, hampers, box-sets, gift bags, gift vouchers are all popular options for consumers to self buy and purchase for gifting online.
- Can you sell a product online that will require future replenishment or is desirable enough to require the customer to return many times to re-purchase?



*allta*  
BOX



# Clever Innovations

## Home Restaurant Kits:

*allta*  
BOX

- Booze Boxes-Wine Pairings
- 'Allta box' for delivery-charcuterie and pastas at home.
- Weekly Subscription Model.
- FOMO-only 100 boxes available per week.
- Craft Cocktails
- Deliver Nationwide



# Pitt Bros

SMOKED BARBEQUE

- Donation to Charity
- Free Delivery orders over €30.00
- Cider House @ Home 12pk







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TOPIC 2

The Power of Emotion!

# Emotion/Connection

Virtual Cooking Class



Virtual Wine Tasting



Virtual Family Dinner





Let your afternoon tea experience create memories.



## *Afternoon Tea at Home*



First things first, don your finest garments or your most comfortable lounge wear. Then pour yourself a nice chilled glass of Prosecco or cup of tea from the selection of Organic Java Republic Hand Stitched Silken tea pillows included in your treat box.

&

Most importantly - enjoy with good friends or your nearest and dearest.



# Michael's

57 Deerpark Road, Mount Merrion, Co. Dublin • [www.michaels.ie](http://www.michaels.ie)

Street Food Fillet of Beef Tartare Austrian Style  
in a Tomato Dressing with Avocado  
10

Charcuterie Plate With Bread and Olives - Prized  
Bellota Iberico Ham Acorn Fed  
12

Or - Puglian Proscuitto  
9





Gareth Smith

**Michael's**

*Dublin*

Sabrina Amodeo

Tuscany

*Killaloe / Ballina*



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## TOPIC 3

# The Visual Path to Purchase

# Why customers push the buy button for gifting!

## Visual

How your product looks on your website is crucial to the decision-making process for a customer.

## Packaging

The product needs to look desirable, well lit and evidence of the packaging it will be sent in needs to be visible.

## Premium

Put yourself in the mind of your customer and pre-empt what you think they would like to send as a gift to a loved one.

## Emotion

Creating themes for the products you sell can be highly beneficial EG: "Cocktail Party" "From our Home to Yours" "Because you love baking"





The brewery has been garnering a reputation for its excellent pizzas, served alongside one of its craft beers.

Order a Meat Me In Inchicore (tomato sauce, mozzarella, pepperoni, Gubeen chorizo and roasted peppers) and pull up a stool at one of the barrels or tables (there isn't a lot of shelter from the elements here, so go prepared).

As well as pizzas, there are side dishes, salads, and a dessert menu.

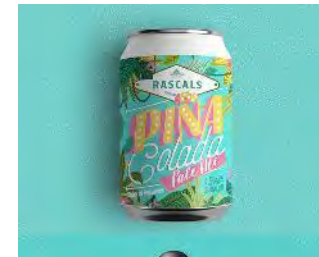






Fáilte Ireland

National Tourism Development Authority



# Optimise your message to your audience

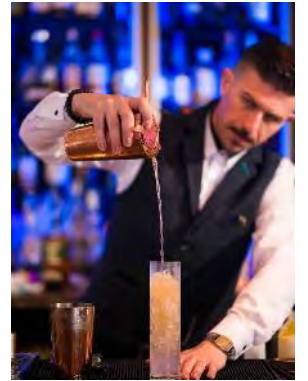
## DINING AT HOME WITH THE TWELVE TAKE AWAY SERVICE AND NATIONAL COCKTAIL DELIVERY

Order Online

Have your favourite dishes and provisions from The Twelve at Home today. You can Click and Collect Orders up to 9pm. We are open from 1pm Wednesday to Sunday. Sunday Brunch 11am to 1pm.

Our uniquely extensive #contactless DRIVE THROUGH Takeaway Restaurant Menu is available for you. Just order on line here or scan our Take Away QR. When You Arrive . . . Just remember your order number, stay in your car and we will bring your order to you and pop it in your boot.

The full gastro menu changes weekly and is available alongside all of Dozzina's great pizza, our sommelier's wine selection, craft beers and a freshly poured pint of draught, our legendary brown bag cocktails and care packages from Le Petit Spa and The Bakery Pantry





Valentine's Day  
dinner ideas  
Meat and fish mains



TOPIC 4  
Seasonal Products



## HAMPERS/TREAT BOX

Hampers/Treat Boxes are one of the key product offers that are successful for any season, they cater for individuals or groups which makes it easier for the consumer to cover a one gift fits all option.



## EXPERIENCES

Future Experiences are great buys for gifting, in the current climate it also really supports struggling businesses. E.g. Discount in 2021 when you've gifted from us! Free Cocktails when you visit us in 2021!



## SUBSCRIPTIONS

Subscriptions for your product across a 6mth/12mth term. This model keeps your brand and product in front of the consumer throughout the yr. This becomes the gift that keeps on giving.



## GIFT VOUCHERS

Gift vouchers are another great way of gifting and allowing your loved one to pick and choose what they like from your brand.

Personalised gift ideas that you can add to your offer to tap into seasonality.



# How to Profit With Your Gift Range

Product pricing is one of the most critical aspects in your gift business as it directly affects your profits and successful growth.

Prices should be set at a level that will allow your gift business to be profitable whilst remaining competitive and perceived as a good value gift.

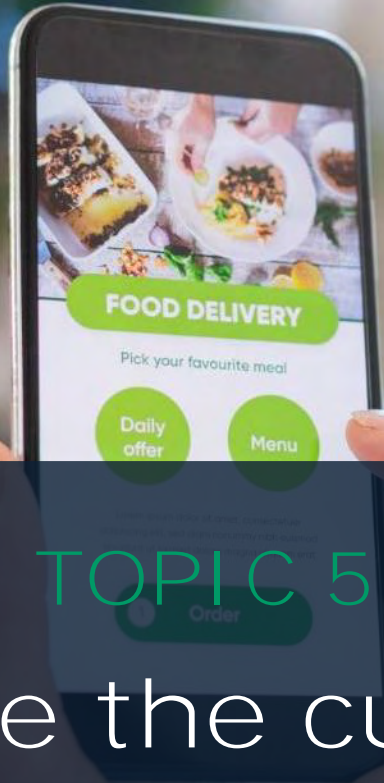
## Here's a simple guide in building pricing strategy:

- Price each product individually with 45%-50% GPM at a minimum.
- Price the packaging as a product and apply the same GPM- Eg: If the hamper cost you €3, factor that cost as €6 to make a margin on the physical hamper.
- Add €5-€10 to the overall retail value of your product to cover administration and labour.
- Depending on the overall margin you are achieving, decide if you want to charge the customer additional for shipping and add the cost in addition to the product or provide free shipping over a certain value if your margins allow you to.



As a rule of thumb, calculate your margin using the Cost-Based Pricing formula based on a ratio of 2/2.5 times cost of goods.





Enhance the customer  
experience online

# Keep it Simple!

## Enhance discoverability

How easy is your gift card selection & subscription service to find across your website, mobile website and mobile app?

## Get ahead of the contactless payments curve

Contactless payment methods like mobile wallets have finally broken through, compelling retailers to offer the option at checkout

## Focus on post-purchase customer engagement

It is important to close out the customer experience by encouraging feedback.

## Cater to a growing self-use market

A notable change in the gift card industry has been the rise in consumer purchases of cards for themselves — not just for gifting.



## How to promote gift cards in e-commerce business?

01

### Leverage e-mail marketing list:

Begin building an e-mail list from the start of your business. This list can prove to be instrumental in marketing your gift cards. A seasonal-themed email sent out to the entire list, announcing/ promoting your gift cards will ensure improved traffic ahead and during the Christmas season.

02

### Deploy social media channels for promotions:

Utilise social media channels for effectively promoting your gift cards both prior to and during the season. It's crucial to find out the channels where your target customers are most active and make efforts to attract them there.

03

### Announce on your website:

Make it a point to inform your customers of the availability of gift cards/ subscription service on your website. The announcement needs to be done in a way to attract the maximum attention of website visitors. A well-placed banner and a carefully timed pop-up can convey the message in a moment.



# Subscription models & exclusive members clubs can be relevant for multiple categories



Badger & DODO

250G X 12-month beginner

Barista Subscription

From: € 152.00



Bean and Goose Golden Ticket

Give the gift that gives and gives with a Golden ticket membership to our Tasting Club. Choose from 3, 6 or 12 months and your recipient will get 1 bar from our core range and a unique Bean Lab creating each month.



Sheridan Cheese club

Each month, Sheridan's expert mongers select four cheeses to send to cheese club members along with tasting notes on each of the cheeses.



TOPIC 6

Packaging & Shipping

# Packaging & Shipping

## PACKAGING

Dealing with perishables, reassure customer that product will be intact and fresh on delivery, packaging sustainably, choose the correct packaging for your item – not one size fits all.

## SHIPPING

Breakage risk, delivery times & customer service contact details if they have a problem.

## PRICING

Charging to ship is a decision you need to make depending on your margins. A good option is to offer free shipping over a certain spend value.



Seasonal Gift  
Packaging-I buy  
because it looks like a  
beautiful seasonal gift.



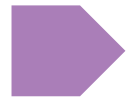
The presentation & packaging of your brand's physical gift card should be an extension of your brand's positioning & tone of voice



# Summary



Understand your target audience and tailor your approach accordingly



Consumers shop with their eyes. Ensure your online storefront is visually appealing



Key holiday periods can present a viable opportunity to develop new product opportunities



Gift vouchers & subscription models should be incorporated into your eCommerce strategy



Create opportunities to drive customers back to your business!



# **Niall Hill**

## **Chef & Food Consultant**

- Over 30 years experience both national and international as a professional chef
- Extensive background in leadership and executive management expertise in the hospitality industry
- A culinary nutritionist practitioner





# What's in the Box – Food that Travels Well

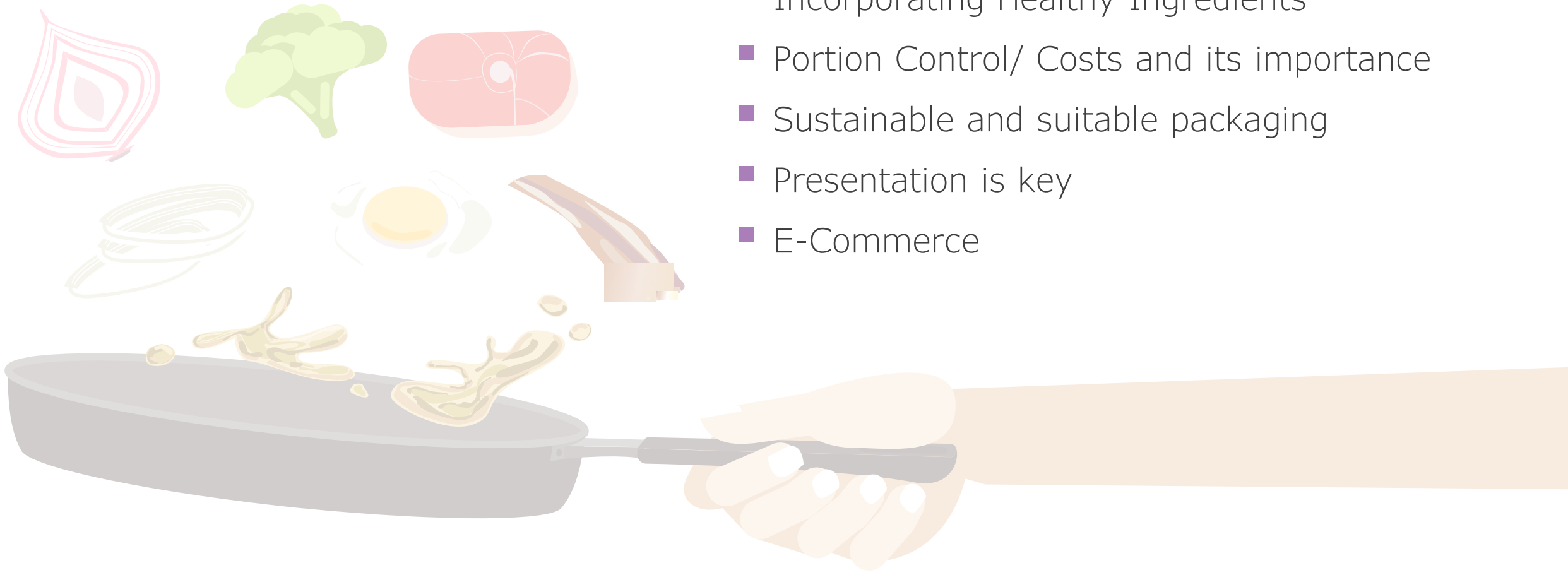
Niall Hill – Chef & Food Consultant



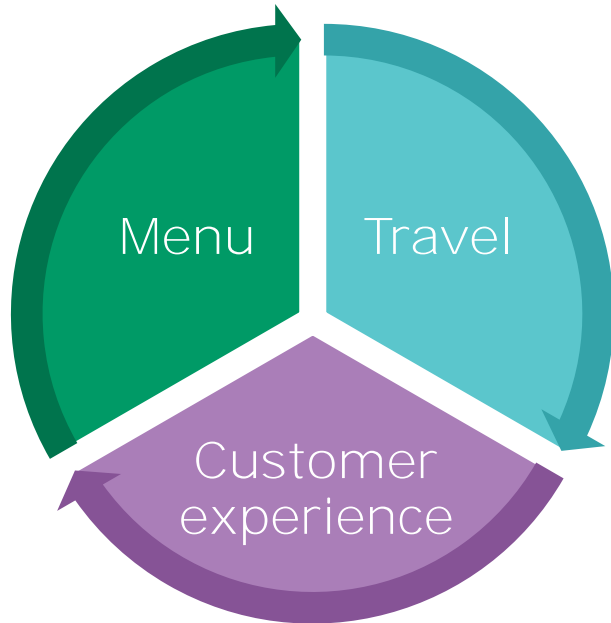
Plate to Box  
making that  
transition!

# Key Considerations

- Menu Options
- Incorporating Healthy Ingredients
- Portion Control/ Costs and its importance
- Sustainable and suitable packaging
- Presentation is key
- E-Commerce



# Key Factors in Menu Design for Takeout



## MENU

- Examine current menu and drive efficiencies
- Reformulate where necessary
- Decide on packaging
- Cost



## TRAVEL

- Hot or Cold Delivery
- How robust is your product
- Trial your product in the environment in which it will be stored and travel
- Shelf-life testing



## CUSTOMER EXPERIENCE

- First impressions are lasting
- Presentation
- Easy to follow instructions
- Does the food reheat well

# Consider Healthy Menu Options in Line with Current Trends

The Principles of Healthy, Sustainable Menus provide unique guidance for the foodservice industry, and bring together findings from nutritional and environmental science perspectives on optimal food choices, trends in consumer preferences, and impacts of projected demographic shifts

**PRINCIPLES OF HEALTHY, SUSTAINABLE MENUS**

**MENU CHANGE** | **CITY UNIVERSITY** | **HARVARD T.H. CHAN SCHOOL OF PUBLIC HEALTH**

**THINK PRODUCE FIRST** | **MAKE WHOLE, INTACT GRAINS THE NEW NORM** | **LIMIT POTATOES**

**BE TRANSPARENT ABOUT SOURCING AND PREPARATION**

**BUY FRESH AND SEASONAL, LOCAL AND GLOBAL**

**REWARD BETTER AGRICULTURAL PRACTICES** | **LEVERAGE GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES**

**REIMAGINE DAIRY IN A SUPPORTING ROLE** | **GO "GOOD FAT," NOT "LOW FAT"** | **SERVE MORE KINDS OF SEAFOOD, MORE OFTEN**

**FOCUS ON WHOLE, MINIMALLY PROCESSED FOODS**

**GROW EVERYDAY OPTIONS, WHILE HONORING SPECIAL OCCASION TRADITIONS** | **LEAD WITH MENU MESSAGING AROUND FLAVOR** | **REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY**

**CELEBRATE CULTURAL DIVERSITY & DISCOVERY** | **DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES** | **USE POULTRY AND EGGS IN MODERATION** | **REDUCE ADDED SUGAR** | **RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP** | **SERVE LESS RED MEAT, LESS OFTEN** | **SUBSTANTIALLY REDUCE SUGARY BEVERAGES; INNOVATE REPLACEMENTS** | **DRINK HEALTHY: FROM WATER, COFFEE, AND TEA TO (WITH CAVEATS) BEVERAGE ALCOHOL**

**MENU CONCEPTS AND GENERAL OPERATIONS** | **FOODS AND INGREDIENTS**

© 2019 The University of Illinois and Faculty of Illinois of Health Policy, in addition to the "Principles of Healthy, Sustainable Menus" report. All rights reserved. See the full version of the principles at [www.extension.illinois.edu/healthy-sustainable-menus/](http://www.extension.illinois.edu/healthy-sustainable-menus/)

## Menu Options that Travel Well



Low risk Soups  
Broths, Pates  
Naked Salads



Slow cooked Meats  
Stews, Confit  
Food that reheats  
well



Chocolate fudge style  
Frangipani based  
tarts



Do **cream** based  
desserts travel  
well?



## Tips on Portion Control and its Importance to your Business

Portion control also means consistency in the taste, quality, and quantity of food, which results in customer satisfaction.

Controlling portions becomes crucial for the success of any restaurant as it has a considerable impact on [Food Costs](#).

# Tips on portion control

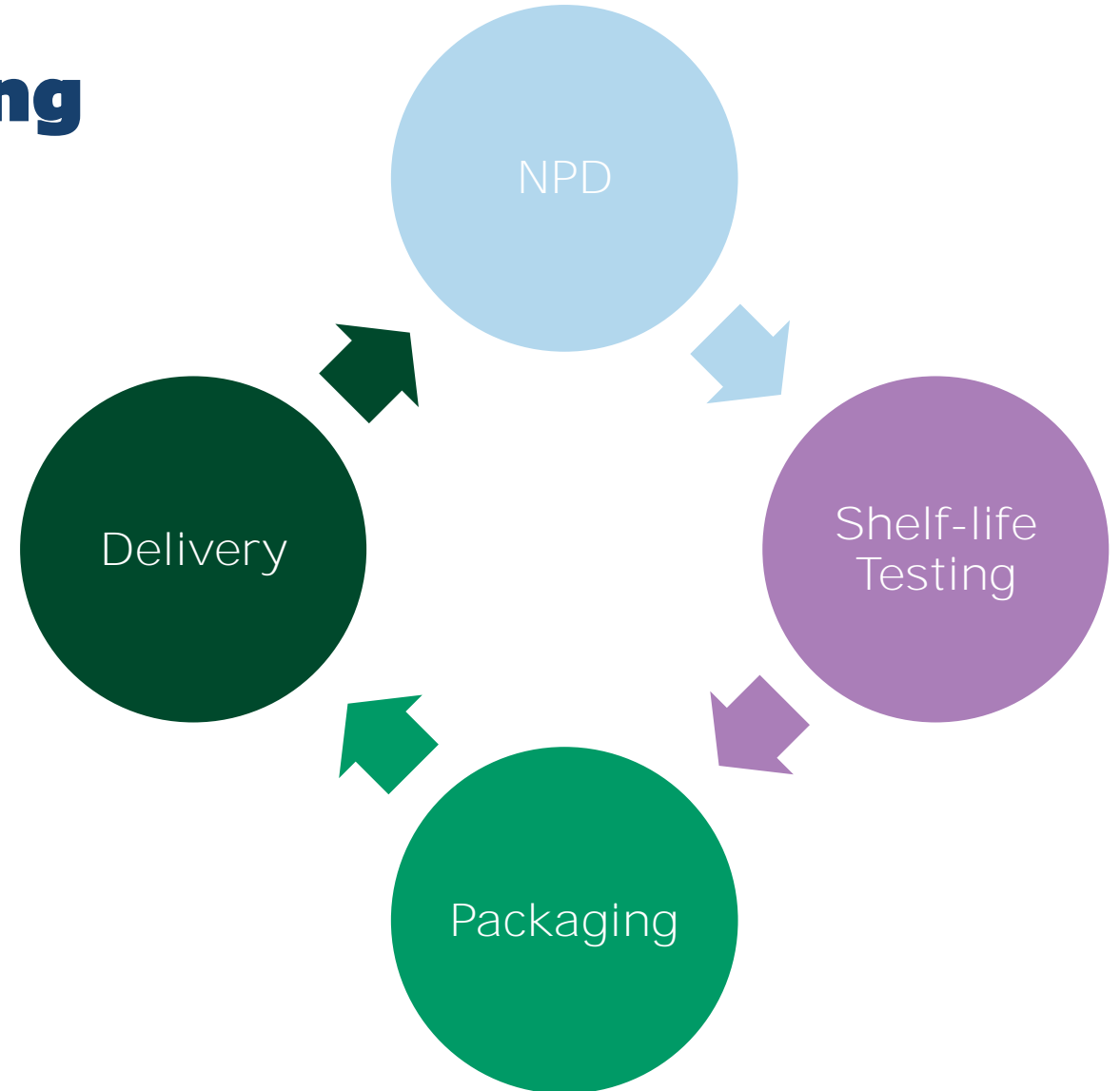
Implementing these will improve consistency, quality and drives costs down



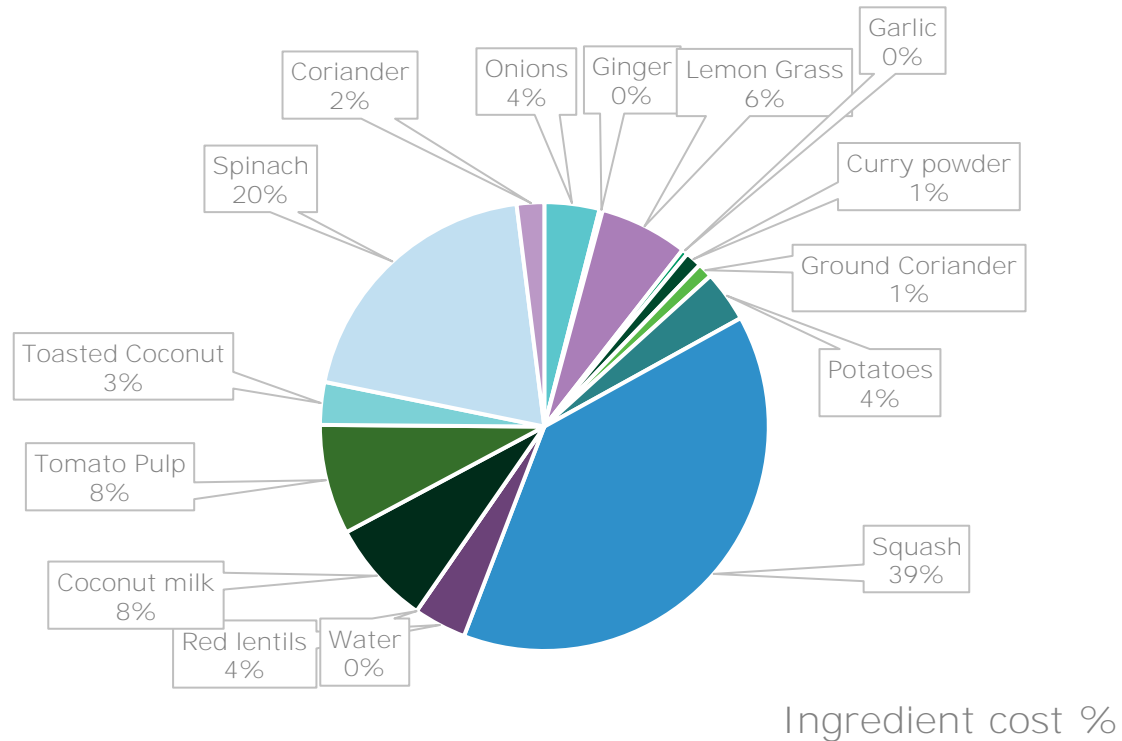
- Standardise all recipes
- Develop SOP's
- Create templates for scaling recipes up or down
- Plate / packaging size
- Emphasising calorie quality over quantity
- Analyse yields as a KPI



# Associated Cost of Creating Suitable Menu Options



# Taking a closer look at your food cost



Recipe Name : <b>Squash, potato &amp; red lentil curry, toasted coconut</b>				
Cost date:				
Ingredients	Recipe amount	Unit weight	Cost per unit	Total Cost
Onions	20	1000	1.99	0.04
Ginger	1	1000	2.1	0.00
Lemon Grass	5	80	1.15	0.07
Garlic	1	1000	4.99	0.00
Curry powder	1.3	1000	8.9	0.01
Ground Coriander	1	400	4.9	0.01
Potatoes	65	9000	5	0.04
Squash	65	1000	5.85	0.38
Red lentils	22	1000	1.72	0.04
Water	35	1000	0	0.00
Coconut milk	35	3000	6.4	0.07
Tomato Pulp	108	15300	10.95	0.08
Toasted Coconut	4	1000	6.95	0.03
Spinach	22	1000	8.95	0.20
Coriander	2	1000	8.95	0.02
				0.99
Total units	1		UNIT PRICE:	0.99
	Selling price	Vat rate	Selling Price, no vat	
	<b>€9.95</b>	9.0%	<b>€9.13</b>	<b>€8.14</b> Profit
			Food cost %	10.86
			Margin %	89.14



## **Sustainable and suitable packaging**





- Made from plants using renewable, lower carbon, recycled or reclaimed materials
- Designed to be commercially compostable with food waste
- Practical solution for single-use food-contaminated disposables
- Allowing foodservice to achieve their sustainability goals



## **Other Considerations**

Glass- Jam jars

Kilner jars

Recyclable PET

Bamboo

## How Important is Presentation ?

*“A number of studies now show that the visual composition of the food on a plate can exert a significant influence over what people think about the dish. The commonly-made assertion that fits with such observations is that people eat first with their eyes”*

### Eating with our eyes: From visual hunger to digital satiation

Spence, C., Okajima, K., Cheok, A., Petit, O., & Michel, C (2016). *Brain & Cognition*.

**Abstract:** One of the brain's key roles is to facilitate foraging and feeding. It is presumably no coincidence, then, that the mouth is situated close to the brain in most animal species. Here, we question the impact that our increasing exposure to images of desirable foods ('food porn') via digital interfaces might be having, and ask whether it might not inadvertently be exacerbating our desire for food (what we call 'visual hunger').



### Rotating plates: Online study demonstrates the importance of orientation in the plating of food

Michel, C., Woods, A. T., Neuhaeuser, M., Landgraf A., & Spence, C. (2015). *Food Quality and Preference*, 44, 194-202.

**Abstract:** We report three online experiments designed to assess how the visual composition of the elements of a commercially-successful dish would be perceived by naïve assessors, in terms of their liking and willingness to pay. The results highlight the potential of a digital (Internet-based) testing methodology to determine the optimal visual presentation of food affecting consumers value-perception in significant ways.

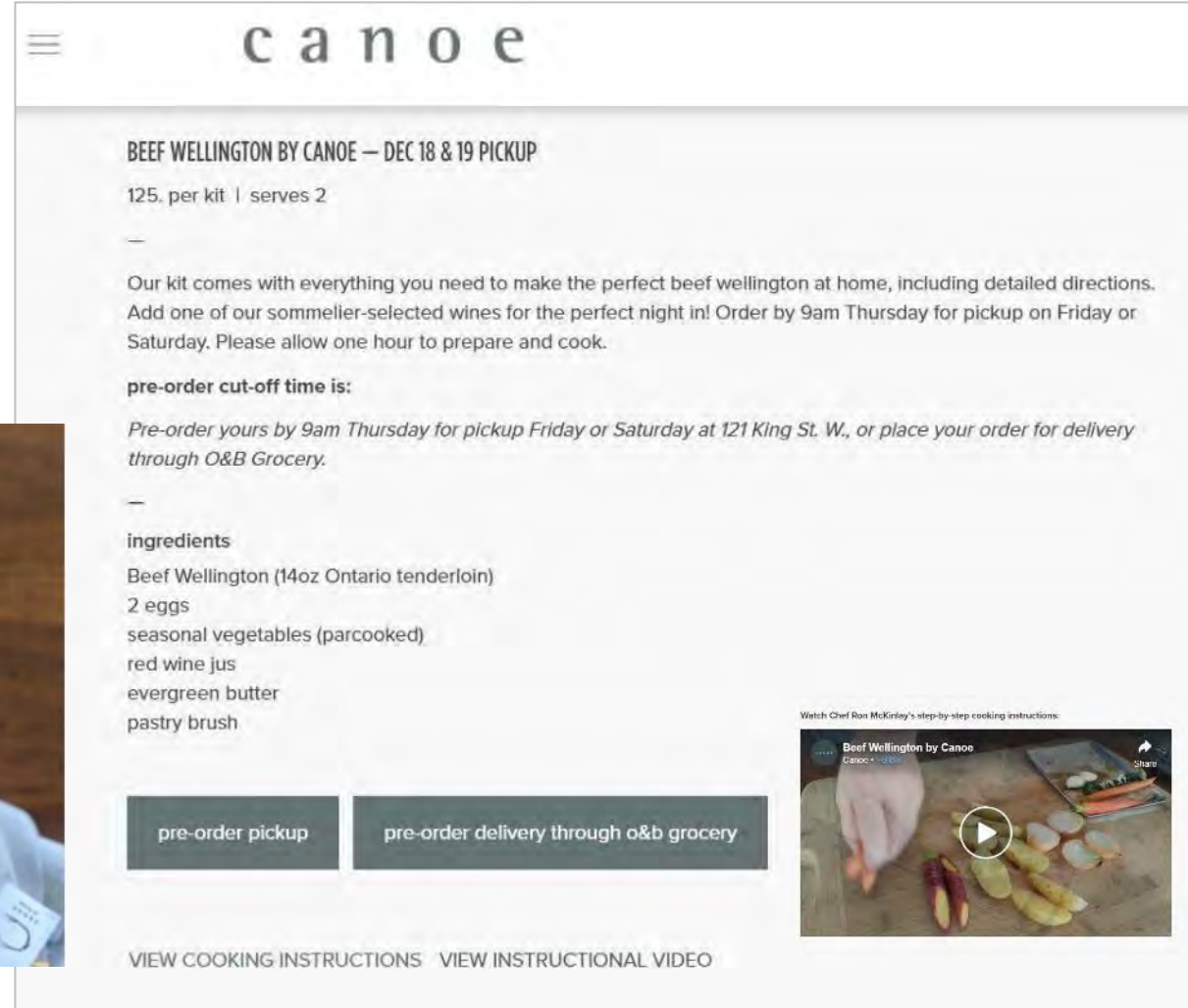


## Attention to detail can make all the difference



# Benefits of E-commerce to aid Profitability

- Clear and concise
- Options
- Cut off times
- Purchasing
- Waste
- 24 hrs
- Wider reach



**c a n o e**

## BEEF WELLINGTON BY CANOE — DEC 18 & 19 PICKUP

125. per kit | serves 2

—

Our kit comes with everything you need to make the perfect beef wellington at home, including detailed directions. Add one of our sommelier-selected wines for the perfect night in! Order by 9am Thursday for pickup on Friday or Saturday. Please allow one hour to prepare and cook.

**pre-order cut-off time is:**

*Pre-order yours by 9am Thursday for pickup Friday or Saturday at 121 King St. W., or place your order for delivery through O&B Grocery.*

—


**ingredients**

- Beef Wellington (14oz Ontario tenderloin)
- 2 eggs
- seasonal vegetables (parcooked)
- red wine jus
- evergreen butter
- pastry brush

[pre-order pickup](#) [pre-order delivery through o&b grocery](#)

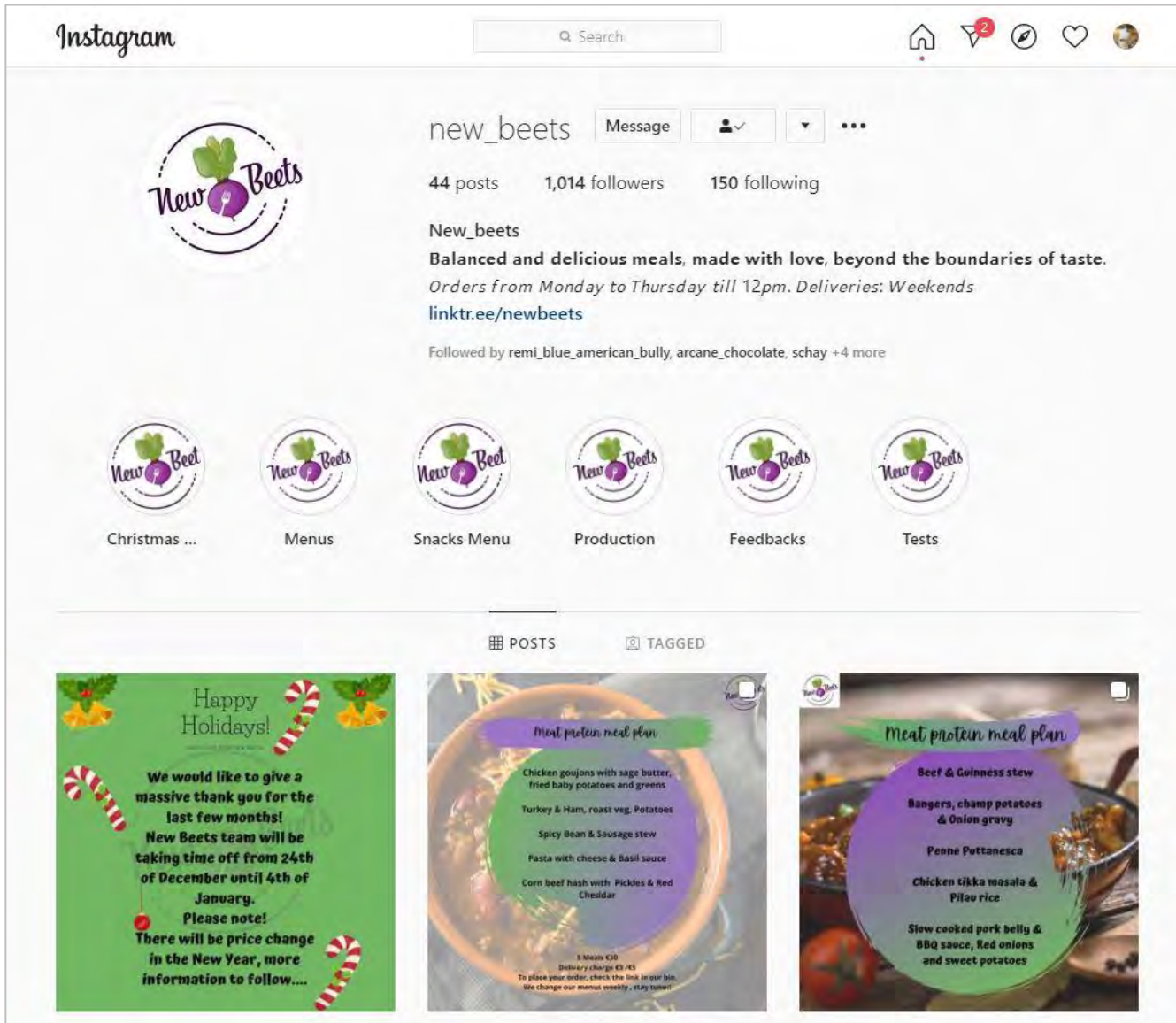
[VIEW COOKING INSTRUCTIONS](#) [VIEW INSTRUCTIONAL VIDEO](#)

Watch Chef Ron McGreeley's step-by-step cooking instructions:



Beef Wellington by Canoe





- Started October 2020
- 5-day meal plan
- Meat protein meal plan
- Plant based meal plan
- Deliveries at weekends
- Using Google forms to receive orders
- Using Revolut to take payment

# Useful links



- [www.down2earthmaterials.ie](http://www.down2earthmaterials.ie)
- [www.cal.ie](http://www.cal.ie)
- [charlesxmichel.com](http://charlesxmichel.com)
- [www.menusofchange.org](http://www.menusofchange.org)
- [Alpack.ie](http://Alpack.ie)
- Fáilte Ireland Templates
  - [Scaling recipes up and down](#)
  - [Yield Analysis](#)
  - [Food Costing Template](#)

## Key Take Aways



Understand what menu options work well for your business while driving efficiencies



Invest the time and identify and control the costs



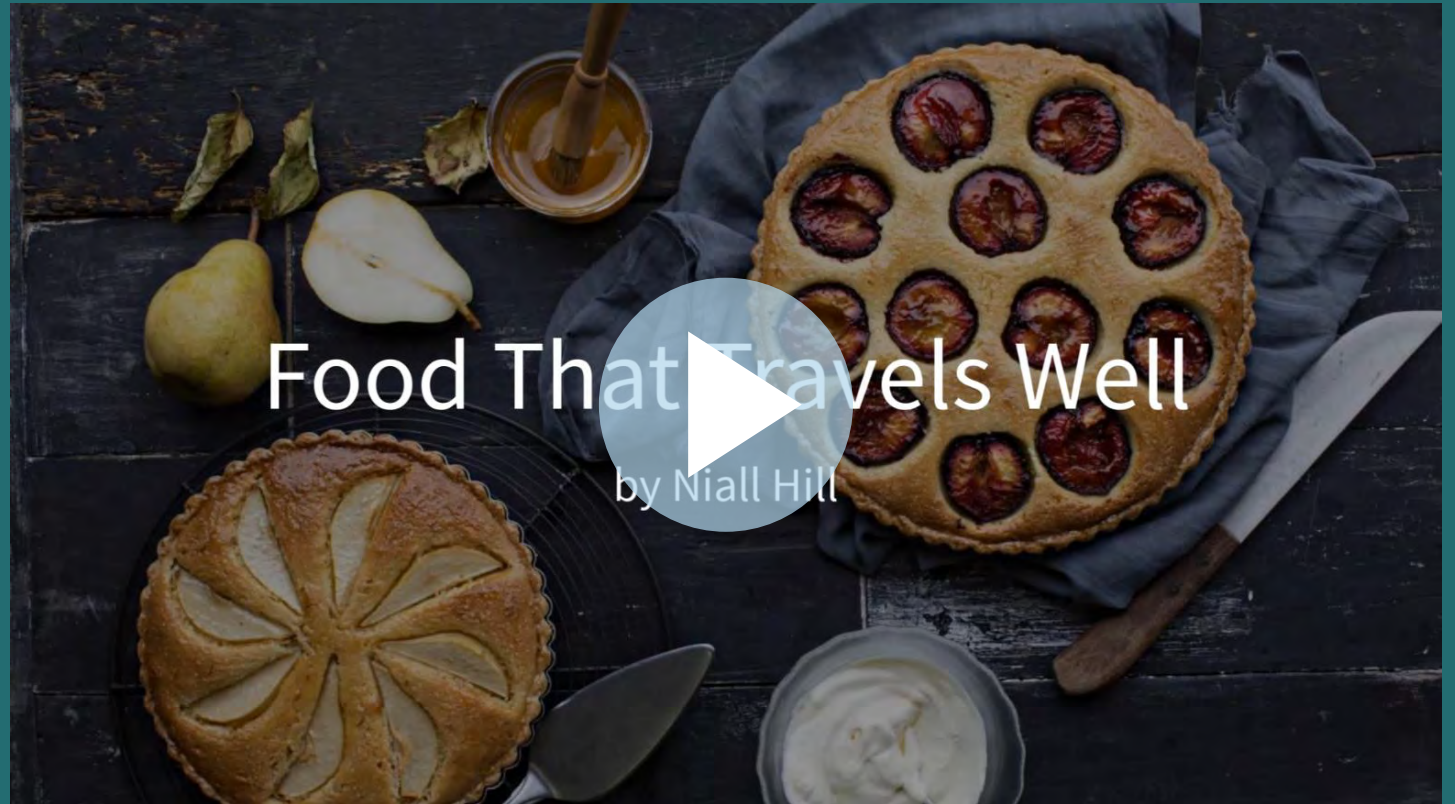
Explore sustainable packaging options that represent your brand and core values



Recognise that presentation and attention to detail can add value



Food Demo  
Niall Hill  
*Chef & Food Consultant*



## Digital Expert **Ian Cleary**

- Ian has the unusual mix of marketing and technology skills and through RazorSocial has built up global recognition for his work.
- Featured on Forbes, New York times, INC and co-author of Digital Marketing Growth Hacks alongside some of the top digital marketing influencers globally.
- Regular speaker at international digital marketing conferences and an instructor of professional practice with Rutgers University in New York.



**Founder & Director  
RazorSocial**

## **Featured Industry Peers**

- Blue Haven, Kinsale
- Nash 19, Cork
- Boathouse & Shack, Donegal



# Maximising Your Online Sales – Practical Tips

Ian Cleary - RazorSocial

## What we are going to cover



Selling  
online



Driving people  
to your offers



Optimising conversion  
of your offers

## Your shop...

 **WOO** **COMMERCE**

 ***shopify***

 **ecwid**



# Restaurant click and collect



Payment Gateway and  
Merchant Account



---

**stripe**  **PayPal**

 **worldpay**

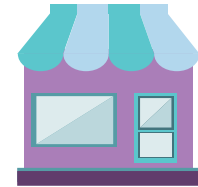
Payment Gateway



---

 **realex**  
payments

Merchant Account



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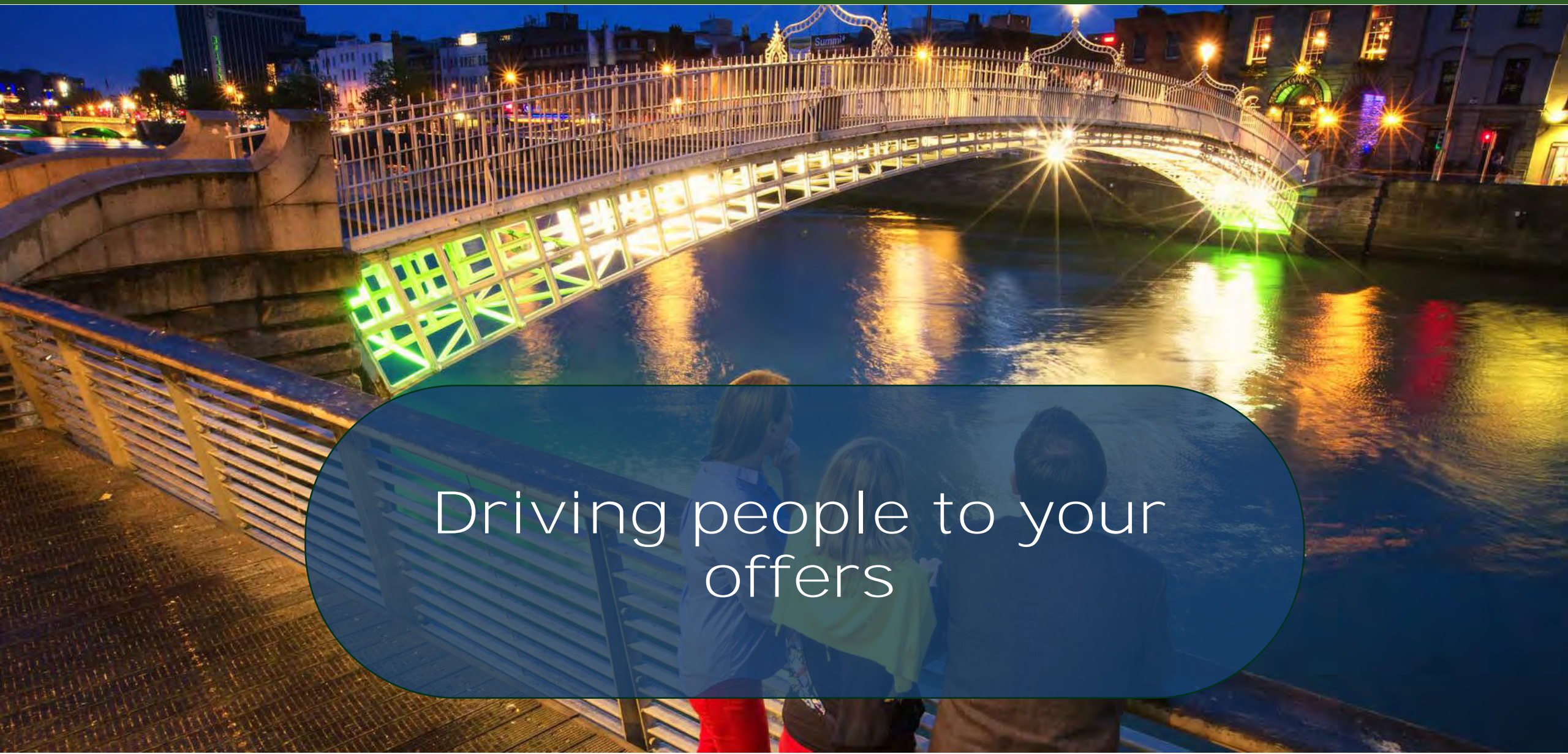
 **Elavon**

 **Merchant  
Services**



Fáilte Ireland

National Tourism Development Authority



Driving people to your offers

# The warmer the audience the more likely the sale



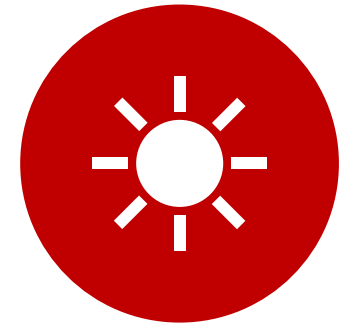
## COLD

They know nothing or very little about you



## WARM

They know something about you but may not be a customer



## HOT

They know, like and trust you and are probably customers

# Selling on Social Media



## **ATTRACT**

Personality, shareable content, cross promotion with businesses

## **ENGAGE**

Ask questions, interact with answers, appeal to their emotions, share great imagery, behind the scenes.

## **NURTURE**

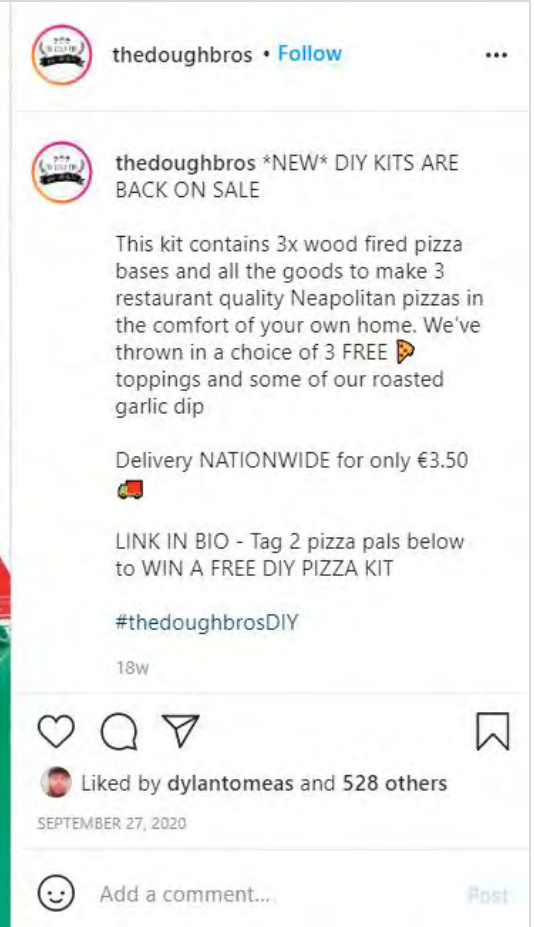
Prime them for a sale –testimonials, what offers are coming

## **CONVERT**

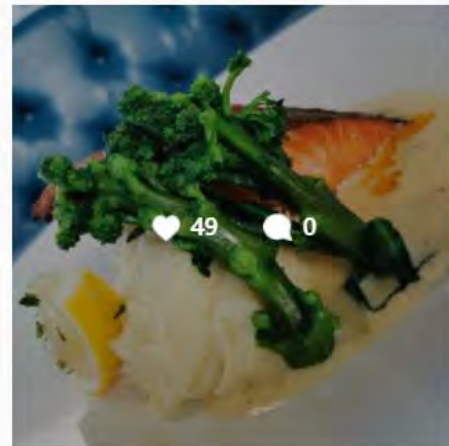
Ask for the sale

# Attract & Convert

Tag 2 Pizza friends to win a free pizza kit...



# Attract – Grid on Instagram



# Engage – Product stories and imagery





# Engage – Questions



A screenshot of a Facebook post from the verified page 'Brisk'. The post is dated November 30, 2020, and includes a gear icon for settings. The text of the post asks, 'Always coming out with new flavors. Which flavor would you like to see Brisk create next?'. Below the text is a video player showing a close-up of a Brisk ice cream cone with a green swirl. The video player has a 'Click to expand' button and a progress bar showing 0:01 / 0:04. Below the video, the post shows 242 reactions (likes, loves, and wow), 164 comments, and 13 shares. At the bottom, there are buttons for 'Like', 'Comment', 'Share', and a profile picture icon.

**Brisk** ✓  
November 30, 2020 · ⚙️

Always coming out with new flavors. Which flavor would you like to see Brisk create next?

Click to expand

0:01 / 0:04

👍❤️😲 242      164 Comments 13 Shares

👍 Like    💬 Comment    ➦ Share    👤

# Engage – Live event



**Ballymaloe Cookery School**  
January 11 at 11:15 AM · 🌐

We also have a Live cook along with [Rachel Allen](#) tomorrow evening at 5pm



**TUE, JAN 12**  
**Live Cookalong: Winter Cookalong with Rachel Allen**  
Food · 1,287 people

  48 8 Comments

# Nurture



## Convert – Offers for occasions

Hi Conor. Thank you for asking! We are offering a very special Valentine's treat this year  
Link below [berman-wallace.clickandcollection.com/menus/valentin...](http://berman-wallace.clickandcollection.com/menus/valentin...)



### ST VALENTINE'S DAY 7-COURSE DINNER

AVAILABLE FOR DELIVERY/ COLLECTION 13TH &  
14TH FEBRUARY  
ORDER ONLINE BEFORE 7TH FEB  
[BERMANANDWALLACE.COM](http://BERMANANDWALLACE.COM)  
OR PHONE 01 2196252



 **SMOKESTAK** is at SMOKESTAK.  
February 1 at 11:03 AM · London, United Kingdom · 🌐

■ SUPER BOWL LV | ■ DIY KIT ■

KANSAS CITY CHIEFS VS TAMPA BAY BUCCANEERS 📺 FEB 07 KICKOFF  
on this week only. nationwide delivery. product comes fully cooked,  
chilled, vac-packed. reheat instructions provided. ... See More



  10

6 Comments


# Convert – Collaborations

 Guinness X TDB 4d   

**We are buzzing to announce that we have partnered with [@guinness](#) for the Guinness 6 nations to bring you..**



**The limited edition Guinness X  
The Dough Bros collab pizza kit**

See More 

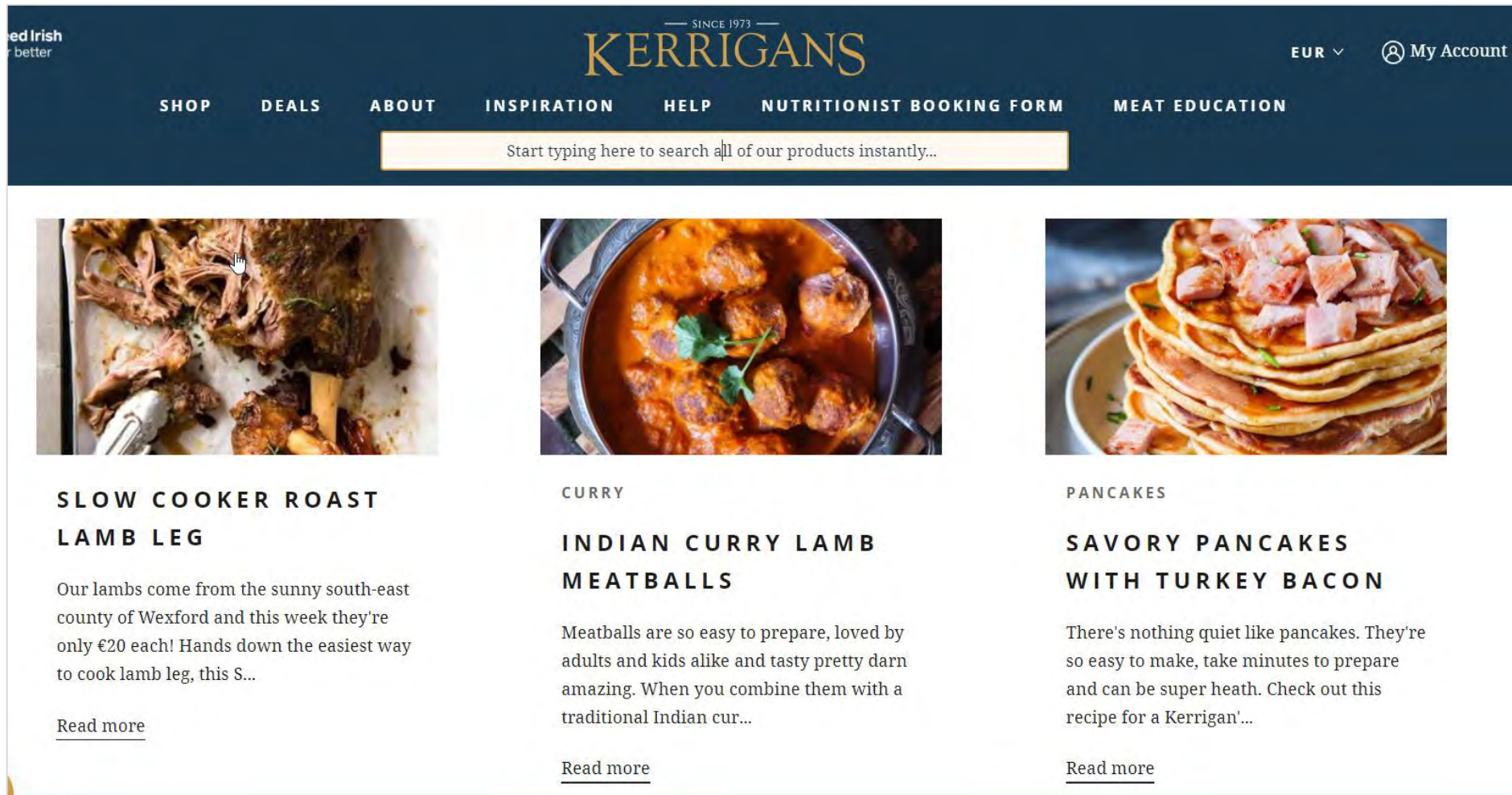
 Guinness X TDB 4d   

**Can't believe we sold out in  
under an hour... madness**




**Thanks to everyone for ordering and  
sorry if you missed out! Fear not, we  
will be adding more kits live at  
12pm next Monday 🍕❤️**

# Don't forget your blog content




ed Irish  
better

SINCE 1973  
**KERRIGANS**

EUR ▾  My Account

SHOP DEALS ABOUT INSPIRATION HELP NUTRITIONIST BOOKING FORM MEAT EDUCATION


Start typing here to search all of our products instantly...



**SLOW COOKER ROAST LAMB LEG**

Our lambs come from the sunny south-east county of Wexford and this week they're only €20 each! Hands down the easiest way to cook lamb leg, this S...

[Read more](#)




**CURRY**

**INDIAN CURRY LAMB MEATBALLS**

Meatballs are so easy to prepare, loved by adults and kids alike and tasty pretty darn amazing. When you combine them with a traditional Indian cur...

[Read more](#)



**PANCAKES**

**SAVORY PANCAKES WITH TURKEY BACON**

There's nothing quiet like pancakes. They're so easy to make, take minutes to prepare and can be super heath. Check out this recipe for a Kerrigan'...

[Read more](#)

**And.....**

**Share your passion  
not your content**



Ciaran Fitzgerald

Blue Haven

*Kinsale*



Clare Nash

Nash 19

*Cork*

Garry & Mairead Anderson

Boathouse & Shack

*Donegal*





## Driving more traffic (SEO)





- Create content around what people are searching for now (Ubersuggest)
- Find the pages with the most traffic and add a link to your landing page if relevant




# Important Tool – Yoast SEO plugin












Snippet editor   Snippet preview

**Social Media Analytics: A Guide on What and How to Measure**  
[www.razorsocial.com/social-media-analytics-tools/](http://www.razorsocial.com/social-media-analytics-tools/)  
A detailed guide on what and how to measure **social media analytics** including a selection of tools.

 Edit snippet

Focus keyword  Social Media Analytics

Analysis    You're linking to another page with the focus keyword you want this page to rank for. Consider changing that if you truly want this page to rank.

-  The keyword density is 0.4%, which is a bit low; the focus keyword was found 16 times.
-  The meta description is under 120 characters, however up to 156 characters are available.
-  This page has 1 nofollowed link(s) and 36 normal outbound link(s).
-  The focus keyword appears in the first paragraph of the copy.
-  The meta description contains the focus keyword.
-  The focus keyword appears in 2 (out of 47) subheadings in the copy. While not a major ranking factor, this is beneficial.
-  The images on this page contain alt attributes with the focus keyword.
-  The text contains 3908 words, which is more than the recommended minimum of 300 words.
-  The page title is between the 35 character minimum and the recommended 65 character maximum.
-  The focus keyword appears in the URL for this page.
-  You've never used this focus keyword before, very good.

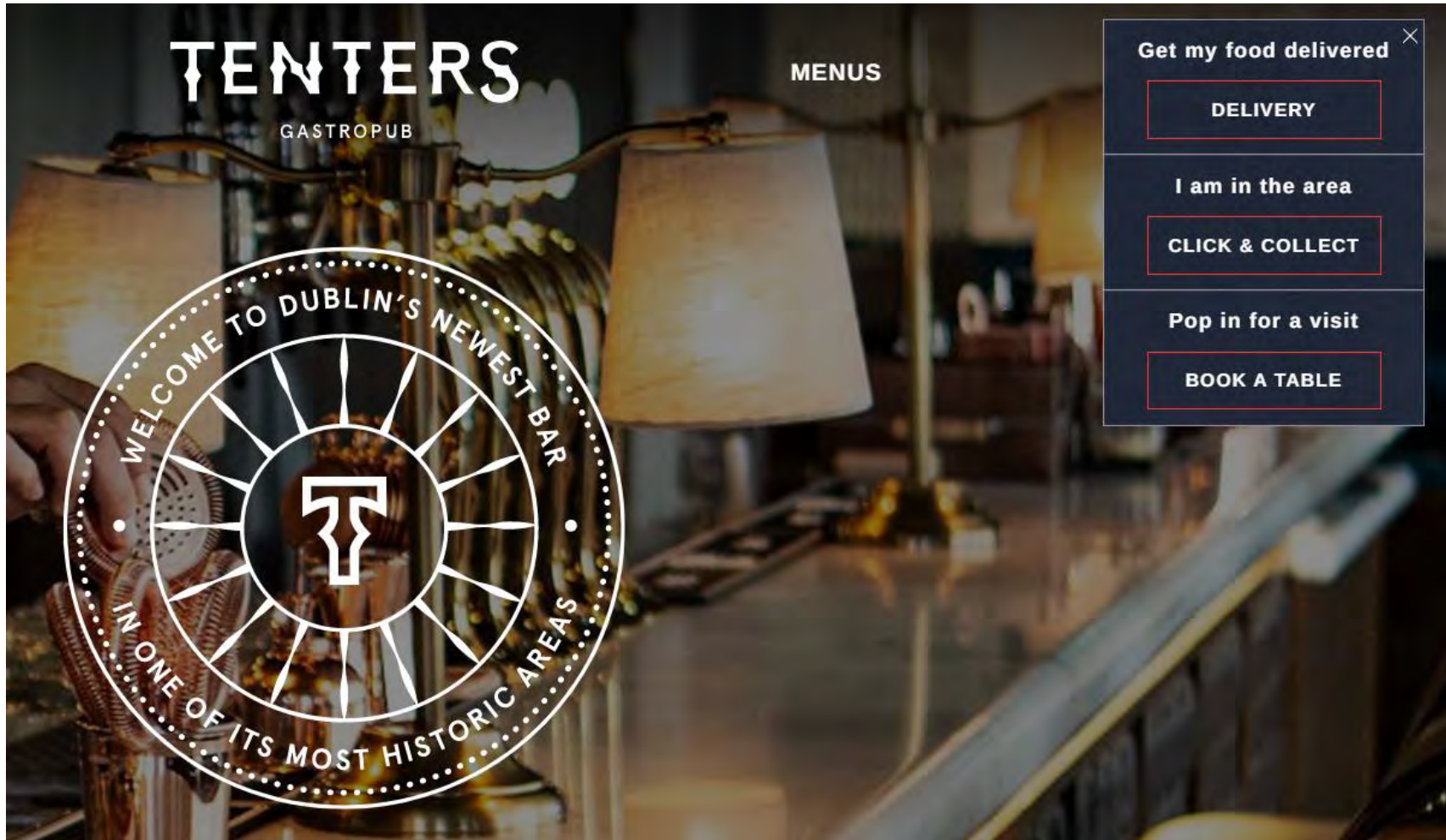


**Fáilte Ireland**  
National Tourism Development Authority



Optimise Results

# 1. Simple...is the best

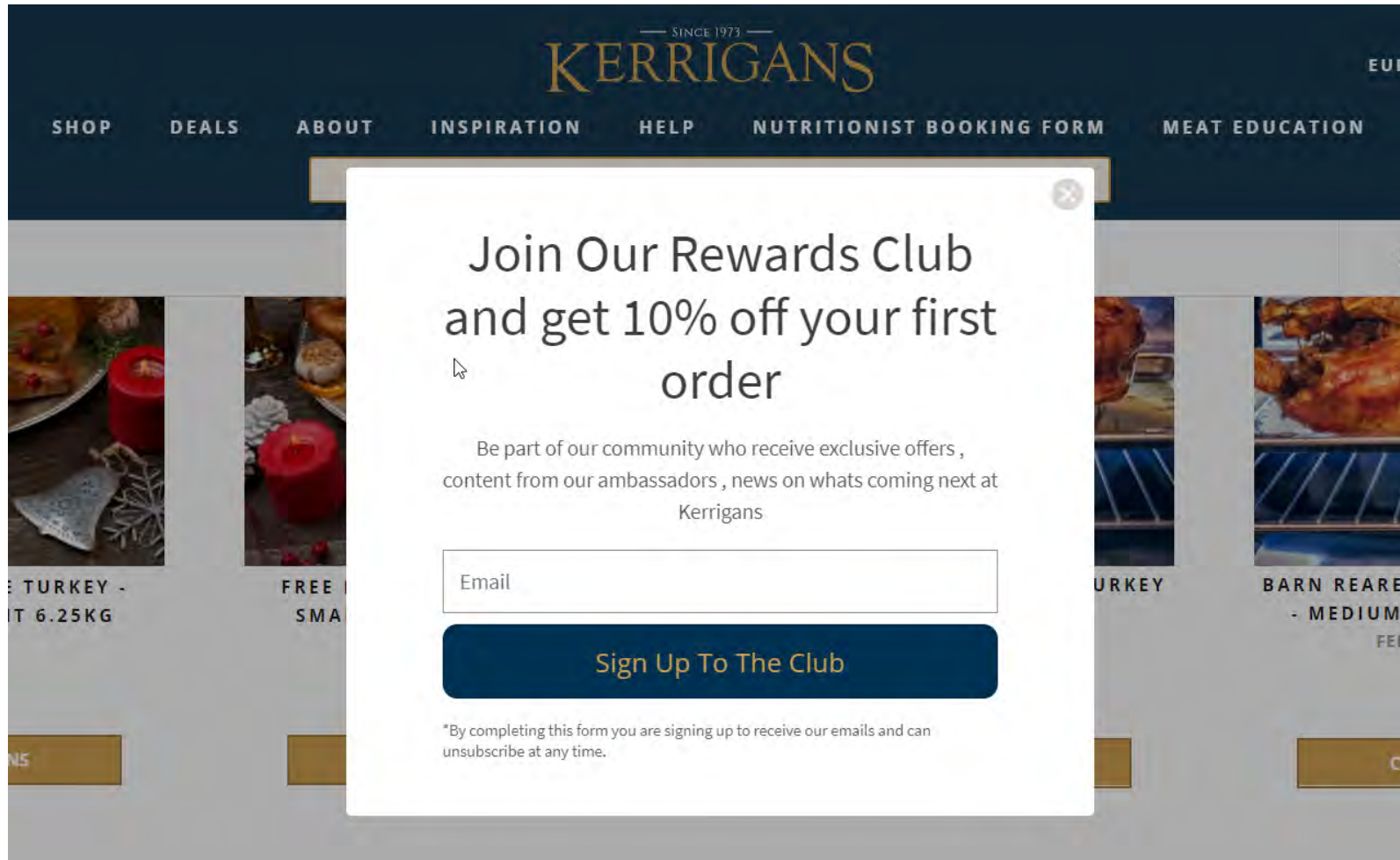


## 2. Building an email list is like saving

*"The first order came in 2 minutes after I sent the newsletter out and they have been trickling in nicely all day!"*



# Join a club not a newsletter...



The screenshot shows the Kerrigans website with a dark blue header. The navigation menu includes: SHOP, DEALS, ABOUT, INSPIRATION, HELP, NUTRITIONIST BOOKING FORM, MEAT EDUCATION. The main content area features a grid of product images, including turkeys and other meats. A white modal window is overlaid on the page, containing the following text:

Join Our Rewards Club  
and get 10% off your first  
order

Be part of our community who receive exclusive offers ,  
content from our ambassadors , news on whats coming next at  
Kerrigans

Email

[Sign Up To The Club](#)

\*By completing this form you are signing up to receive our emails and can  
unsubscribe at any time.

## A good incentive to sign up...



THE PREMIUM BUTCHER  
Quality Meat direct to your door

SHOP ▾ ABOUT ▾ GIFT VOUCHERS RECIPES CONTACT ▾

Q LOGIN / REGISTER

THE PREMIUM BUTCHER  
Quality Meat direct to your door

SIGN UP TO OUR NEWSLETTER  
& RECEIVE **FREE DELIVERY** ON  
YOUR FIRST ORDER OVER €50!  
ENTER CODE AT CHECKOUT!

Email

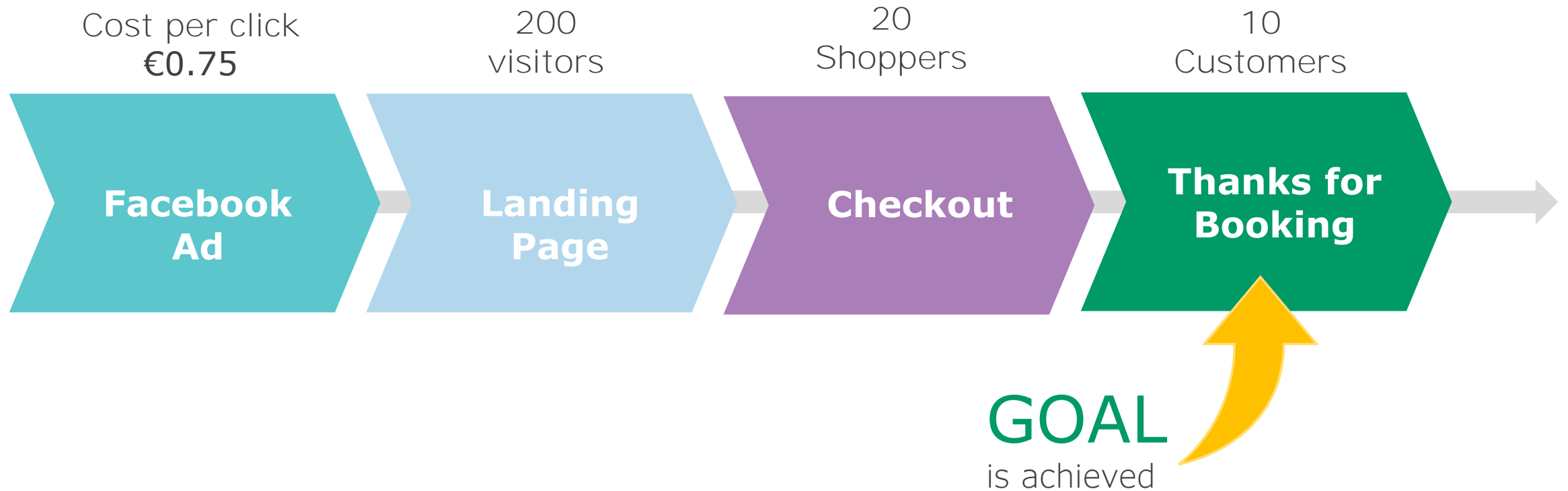
## 3. Selling through email

- 01 Thank you for signing up for offers, here's an offer.
- 02 Didn't take me up, here's some info and an offer.
- 03 Still didn't take me up on the offer? You're on my newsletter.

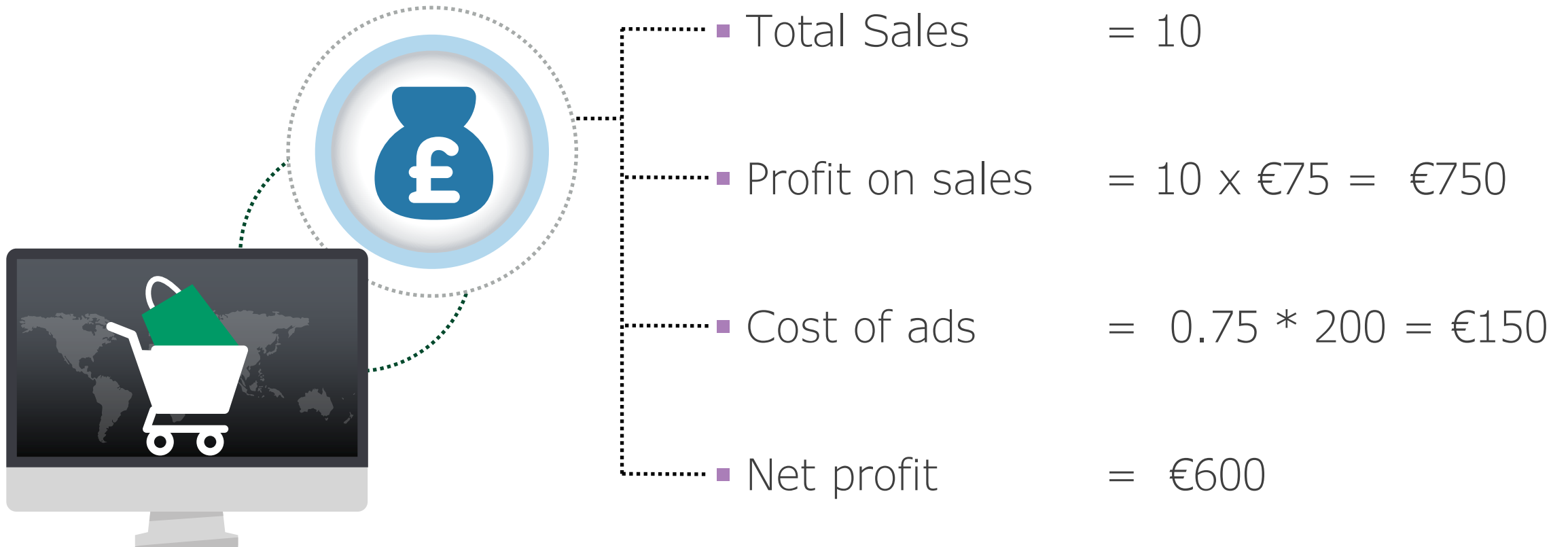




## 4. Scale up with ads

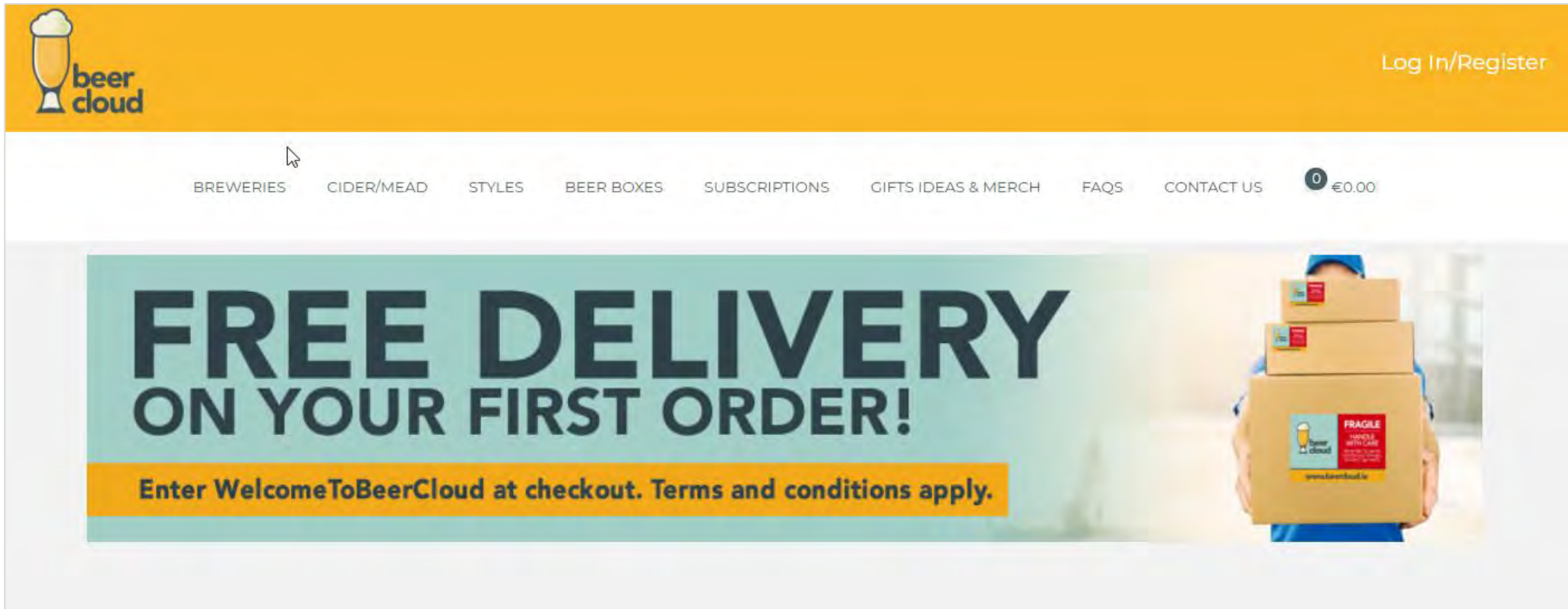


## Facebook ad example



Advertising is for  
**scaling up an offer that works**  
not promoting an offer that doesn't

## 5. Shipping incentives generates sales



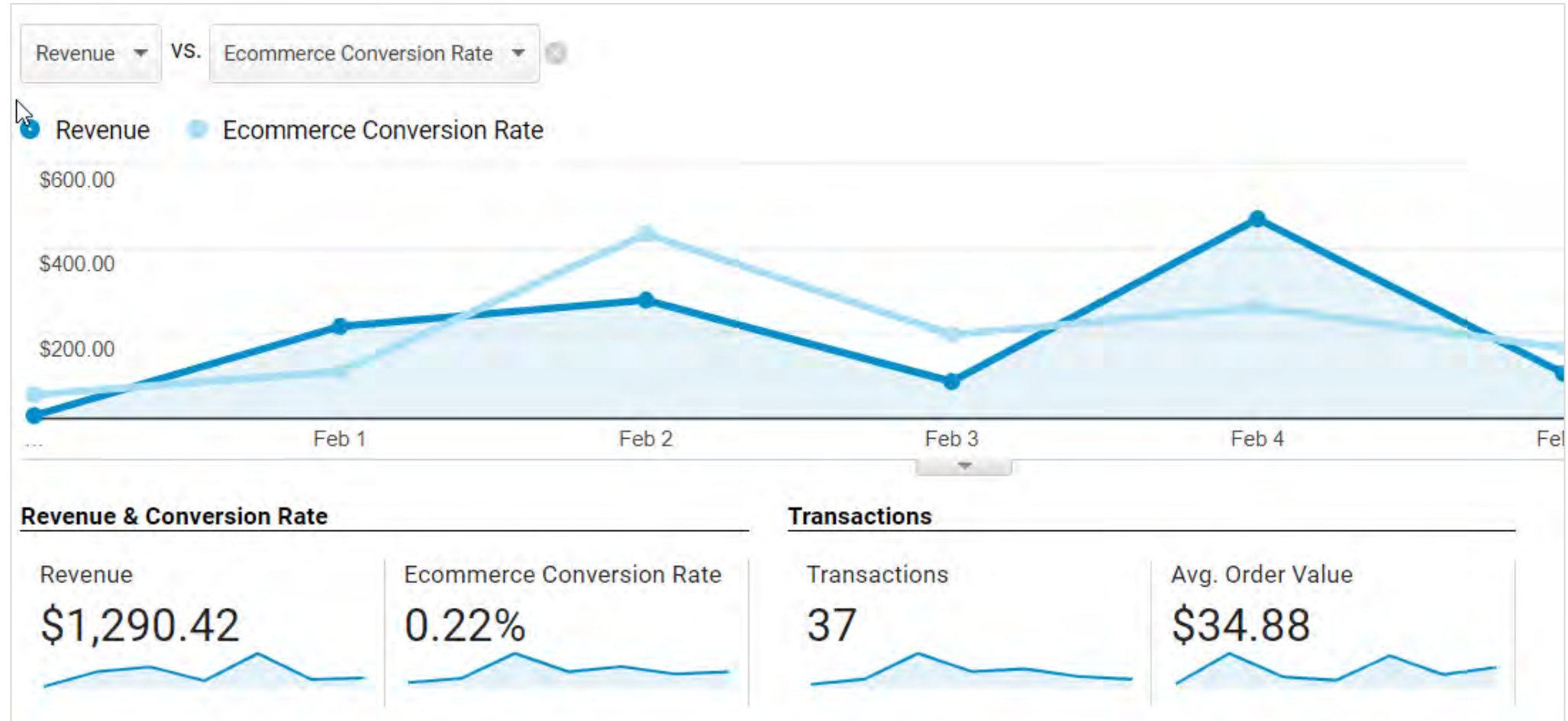
The screenshot shows the Beer Cloud website homepage. At the top left is the Beer Cloud logo, which consists of a glass of beer with a cloud above it and the text "beer cloud". In the top right corner, there is a "Log In/Register" link. Below the logo, a navigation menu includes links for "BREWERIES", "CIDER/MEAD", "STYLES", "BEER BOXES", "SUBSCRIPTIONS", "GIFTS IDEAS & MERCH", "FAQS", and "CONTACT US". To the right of the navigation menu is a shopping cart icon with a "0" and the text "€0.00". The main content area features a large banner with the text "FREE DELIVERY ON YOUR FIRST ORDER!" in large, bold, dark letters. Below this text is a yellow box containing the text "Enter WelcomeToBeerCloud at checkout. Terms and conditions apply." To the right of the text is an image of a person in a blue uniform carrying a stack of three cardboard boxes. The bottom-most box has a "FRAGILE HANDLE WITH CARE" label and the Beer Cloud logo.

## 6. Scarcity generates sales



- Early bird offer
- Limited to X bookings
- Only X left
- 24 hour offer
- Filling up fast
- Countdown

## 7. Track results – Add eCommerce Tracking



**PR Expert**

**Olivia Collins**

- MD of Food PR and Communications and sister agency Food Social, providing consultancy to a wide range of hospitality clients and groups across Ireland.
- Olivia has over 20 years' experience providing creative and effective Communications strategies and leadership.
- Works with Michelin starred restaurants, award winning venues, high profile chefs and quality artisan producers become national brands and household names.
- Communications manager for the award-winning international food symposium Food On The Edge.



**Managing Director  
Food PR**

**Featured  
Industry  
Peers**

- Salty Buoy

# What you will learn today

- ✓ How to secure media coverage
- ✓ How to write for media
- ✓ The importance of imagery
- ✓ Communicating with media
- ✓ How to use Social Media in your PR efforts



# Key Topics

- PR Tools
  - Press Release and Notes To Editor
  - Photography
  - Press Drop
- Media and Social Media



## Case Study: Jump Juice



- All Jump Juice Bars currently closed. Many remained closed for months in 2020 as they were situated in shopping centres.
- Launched Jump Juice Direct in November 2020. An online ordering and delivery service of fresh juices to your door.
- Launched a Subscription Service in December in time for New Years 'health kick'
- February 2021 will be targeting corporate audience through a trade-focused campaign.





"Trading for over 18 years in the quick-service food and beverage space we had become used to a **local promotional formula** that worked.

After a recent pivot into bottled cold-pressed juices and smoothies direct to consumers we realised quickly **we needed to do things differently** and national PR **had to** become an integral part of our communications strategy".

"We are now **months ahead** of our own projections. On top of that the coverage has managed to **open doors** we did not expect would open." Charlie Scanlan, Feb, 2021



Niall Sabongi  
The Salty Buoy  
*Dublin*

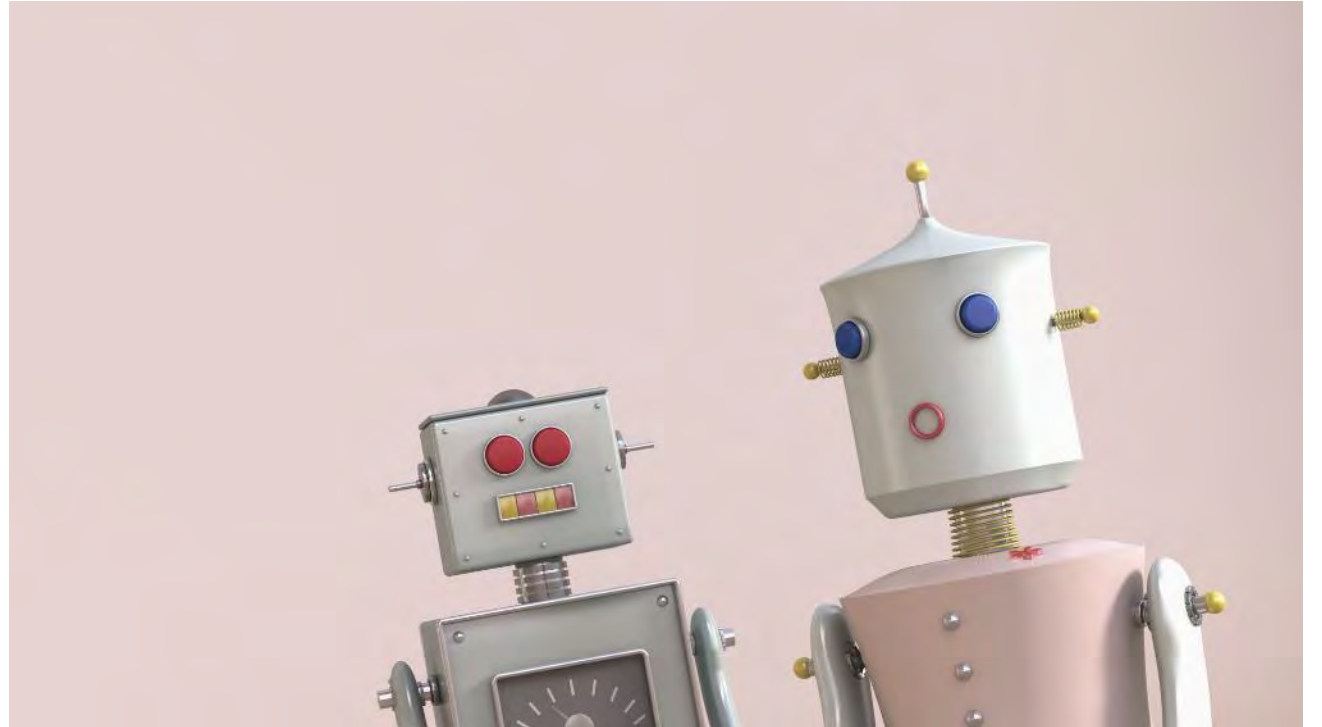
# Building a PR Campaign: The Tools

 Press release

 Imagery

 Press Drops

 Social Media





Press Release  
Writing for Media

## Tips for writing a compelling press release :

- Write a Press Release when you have news
- Start by writing up the basic information you want to articulate - the what / the who / the how
- In the context of your press release ask Why?
- Stick to the facts. Information cannot be subjective and must be factual.
- Avoid superlatives such as, amazing, delicious, exquisite, wonderful, best, innovation etc. Think like a journalist and not a marketer
- If you want to use marketing pitches, do it in the quote
- Date your press release
- If embargoed state this clearly
- Title and save the file appropriately. Press Release + abbreviated title:
- Save and send via email as a PDF attachment





# International



Embargoed Release  
13th June 2019



## Introducing a New Way to Experience Ireland

**Good Food Ireland launch new Good Food Ireland Experiences - bookable food and drink experiences throughout the island of Ireland.**

For anyone planning a trip to Ireland, Good Food Ireland has launched a new way to explore the island and experience Ireland's food and drink offering first hand - **Good Food Ireland Experiences**. The new online service available on the [Good Food Ireland](#) website allows food lovers to browse experiences by date, destination or simply by the food experience they would like

# National



Embargoed Release  
13th June 2019



Margaret Jeffares, Founder Good Food Ireland

## Experience the best with Good Food Ireland

**Good Food Ireland launch new Good Food Ireland Experiences - bookable food and drink experiences throughout the island of Ireland.**

For anyone planning a 'staycation' or simply looking for new ways to fill weekends, Good Food Ireland has launched a new dimension to their offering - **Good Food Ireland Experiences**. The new online service available on the [Good Food Ireland](#) website allows food lovers to browse experiences by date, destination or simply by the food experience they would like to explore. The

# Regional



For immediate release  
10th July 2019



## Experience the best of Cork Food with Good Food Ireland

**Good Food Ireland's newly-launched Good Food Ireland Experiences - food and drink experiences available to book throughout Cork city and county.**

For anyone planning a 'staycation' in Cork or simply looking for new ways to fill weekends, Good Food Ireland has launched a new dimension to their offering - **Good Food Ireland Experiences**. The new online service available on the [Good Food Ireland](#) website allows food lovers to browse experiences by date, destination or simply by the food experience they would like



Photography  
The importance of  
imagery in PR

# Tips on Photography

- Strong image, weak story better than strong story and weak image
- Press Release Image Header
- Choose your photographer wisely - product or press
- No more than 3 people to appear in photos
- Use people when suitable - particularly in food
- Do a variety of PR shots and Product shots
- Set out list of photos you want in advance (Photo Brief)
- Ask for portrait and landscape options

For immediate release,  
Monday, 9th November 2020



**Cork Company Jump Juice Launches Jump Juice Direct**





Fáilte Ireland

National Tourism Development Authority



Press Drops  
Sending Samples  
to Press

## Press Drops

- Decide how many to gift
- Give advance notice of intent plus the date delivery can be expected
- Request best delivery address
- Give yourself plenty of time between requesting address and date of delivery
- Decide what note you will be placing with media drop.
- Always include social media handle which will encourage them to thank you online.
- Optional but effective include copy of your press release.
- Ideally try to sure they land at the same time



# Press Drop

**Corinna Hardgrave**  
@CorinaHardgrave

Congratulations to [@BretzelBakery](#) the Supreme Champion at [@BlasNahEireann](#) awards. And Gold medal for [@IrishGButter](#) for their lightly salted butter and their Wild Garlic Butter. This really is great bread and butter... and such a big boule. Thank you so much [#pressdrop](#)



[The Bretzel Bakery](#) and 2 others

**Lucinda O'Sullivan**  
@Lucindasilreland


Well this sample Valentine's Box would brighten the darkest of weeks. [@LePatisserie1](#) has been tireless in pivoting since March and keeping his business going. I've immediately eaten 2! [#pressdrop](#) [#patisserie](#) [#valentinesdaygift](#) [#FoodiesFightBack](#)



12:21 PM · Jan 29, 2021 · Twitter for iPhone

**Marie-Claire Digby**  
@mcdigby

Until the end of September there's a rosé inspired afternoon tea every weekend [@GraysonDublin](#). Thanks for the pink treats to brighten up a dreary day [#pressdrop](#)



# Twitter and Media

← **Tweet**

 **Marie-Claire Digby** ✓  
@mcdigby

Parents, are your kids cooking more in lockdown? Family meals, rather than baking? How's it going ... what do they like to cook ... where do they get their inspiration? Would love to hear about your experiences, here or at [mcdigby@irishtimes.com](mailto:mcdigby@irishtimes.com). Thanks

12:26 PM · Jan 29, 2021 · Twitter Web App

4 Retweets 1 Quote Tweet 4 Likes

📌 Pinned Tweet

 **Corinna Hardgrave** @CorinaHardgrave · Jan 13

Restaurants... Who's back in action?  
Looking for update on restaurant meal kits, deliveries and takeaways in Ireland. Email in bio.  
Please RT

[@RAI\\_ie](#)  
[#irishfood](#) [#Irishrestaurants](#) [#lockdownIreland](#)

72 74 144

← **Tweet**

 **Katy McGuinness**  
@katymcguinness

Can anyone with direct experience recommend a restaurant doing great takeaway in either Donegal, Laois, Louth, Monaghan, Westmeath? Alternatively a brilliant food shop. Thank you.

1:03 PM · Oct 28, 2020 · Twitter for iPhone

15 Retweets 1 Quote Tweet 23 Likes

56 16 23



# Media to follow on Twitter



Profile card for Gillian Nelis (@gnelis). The card includes a circular profile picture of a woman with glasses, a header with three dots, a notification bell icon, and a blue 'Following' button. The bio states she is the managing editor of @businessposthq and editor of @foodandwineIE. Her location is Greystones, Wicklow, and she joined in January 2010. She has 1,065 following and 20.1K followers.

**Gillian Nelis** ✓  
@gnelis

Managing editor [@businessposthq](#). Editor [@foodandwineIE](#). Host of Plate food podcast. Email [gnelis@businesspost.ie](mailto:gnelis@businesspost.ie). Instagram: gnelis1. All views my own.

📍 Greystones, Wicklow [businesspost.ie](https://businesspost.ie) 📅 Joined January 2010

**1,065** Following **20.1K** Followers

👤 Followed by Street by Sunil, Grá ♡, and 270 others you follow



Profile card for Corinna Hardgrave (@CorinaHardgrave). The card includes a circular profile picture of a woman, a header with three dots, an envelope icon, a notification bell icon, and a blue 'Following' button. The bio lists her roles as a restaurant critic, wine writer, travel writer, and copywriter. Her location is Dublin, Ireland, and she joined in May 2010. She has 955 following and 8,331 followers.

**Corinna Hardgrave**  
@CorinaHardgrave

Restaurant Critic Irish Times | Wine Writer | Travel Writer | Irish Food Writers' Guild | Copywriter | [instagram.com/corinnahardgra...](https://instagram.com/corinnahardgra...)

📍 Dublin, Ireland [corinnahardgrave.com/home](https://corinnahardgrave.com/home) 📅 Joined May 2010

**955** Following **8,331** Followers

👤 Followed by Street by Sunil, Grá ♡, and 262 others you follow




⋮ ✉ 🔔 **Following**

**Katy McGuinness**  
@katymcguinness

Restaurant critic (Irish Independent), food and travel writer (Sunday Times, Irish Independent), property writer (Sunday Independent) katymcguinness@gmail.com

📍 Dublin, Ireland [instagram.com/katymcguinness](https://www.instagram.com/katymcguinness) 📅 Joined December 2009

**2,358** Following **12.3K** Followers



⋮ ✉ 🔔 **Following**

**DEE**  
@deelaffan

Food/Drink/Travel | Freelance Editor/Journo | Watch my BiteSize Chats series on IGTV | Contributor @irelandAMVMTV | Member @foodguild | Co-Host @spicebagspod

📍 Dublin, Ireland [instagram.com/deelaffan/](https://www.instagram.com/deelaffan/) 📅 Joined July 2009

**2,129** Following **6,175** Followers

👤 Followed by Street by Sunil, Amy Austin Dublin, and 242 others you follow



⋮ 🔔 **Following**

**Joe McNamee**  
@jozeemac

Food Writer @IrishExaminer @Eater @FoodandWineE & misc | Ringmaster @GrubCircus | Member @FoodGuild | (e: the menu@examiner.ie) | [josephdmcnamee.com](http://josephdmcnamee.com)

📍 Cork, Ireland [josephdmcnamee.com](http://josephdmcnamee.com) 📅 Joined June 2009

**2,544** Following **6,734** Followers

👤 Followed by Street by Sunil, Amy Austin Dublin, and 204 others you follow



⋮ ✉ 🔔 **Following**

**Marie-Claire Digby** ✓  
@mcdigby

Senior food writer @IrishTimes. Loves food, dislikes the word foodie. Email: [mcdigby@irishtimes.com](mailto:mcdigby@irishtimes.com)

📍 Dublin 📅 Joined May 2009

**1,880** Following **14.6K** Followers

👤 Followed by Street by Sunil, Fusion Food Truck, and 301 others you follow



⋮ 🔔 **Following**

**Caitríona Redmond** ✓  
@wholesomeE

Freelance food writer. Grows food. Learning to run. @foodguild member @lidIreland ambassador. Common sense advocate. SEN Mam

📍 Fingal, Ireland [wholesome.ie](http://wholesome.ie) 📅 Joined June 2010

**1,531** Following **7,788** Followers

👤 Followed by Street by Sunil, Culinary Cork, and 165 others you follow

← **Ali Dunworth**  
10.1K Tweets



⋮ ✉ 🔔 **Following**

**Ali Dunworth**  
@ThatAliceCooks Follows you

Follow for food, drink, travel & coffee | Writing about food & travel for @irishtimesfood @image\_magazine | Events & craic with @eatyard |

📍 Ireland 📅 Joined December 2012

**3,201** Following **4,469** Followers

👤 Followed by Irish Food Markets, Wild Catering, and 800 others you follow

# Downloads



Press Release Template



Photography Template



Taking Food or Product Images  
on your phone tip sheet



Fáilte Ireland

National Tourism Development Authority



Thank you  
@MissFoodPR

# Food Writers Panel



**Olivia Collins**  
Host



**Aoife Carrigy**

*Freelance Food Journalist, Author and Editor,  
Wine Columnist at The Irish Independent*



**Ali Dunworth**

*Food writer & Irish Times journalist*



**Gillian Nelis**

*Managing Editor, Sunday Business Post  
Editor of Food & Wine*



**Orlagh O'Brien**  
Live Visual Scribber

Q & A

# Communication Platforms

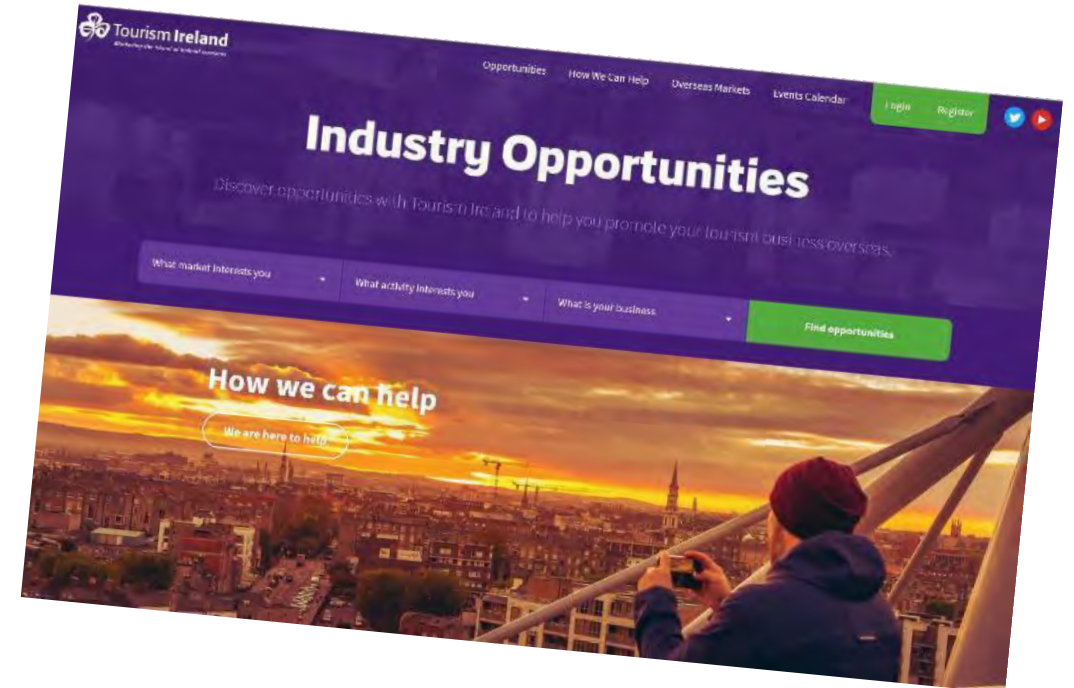
Tracey Coughlan



## Sign up to hear about opportunities to promote your business overseas

Register on the Industry Opportunity site to:

- Receive alerts for new opportunities
- Select the markets that you are interested in
- Choose the activity type (digital marketing, trade activities, publicity)



[www.tourismireland.com/industryopportunities.com](http://www.tourismireland.com/industryopportunities.com)



## How to get involved

1. Tell us your most unique feature  
150 words or less, share any quirky facts, what makes your business unique
2. Share some visuals  
4 photos that help tell your unique story  
Illustrate how it is made, showcase the product in a unique background, owners crafting the product etc.
3. Your Social media channel  
Facebook, Twitter & Instagram so that we can tag you for posting
4. Lead contact  
Kindly share with us the names of who owns the business

**Send your content to [FillYourHeartWithireland@tourismireland.com](mailto:FillYourHeartWithireland@tourismireland.com)**

## Food With A View Content Series

 **Discover Ireland**  [@DiscoverIreland](#)

Meet Sinéad and Mick, owners of [@gleannbuifarm](#) in Mayo. They manage a mixed herd of cows and are passionate about farming in harmony with nature.

[#MeetTheMaker](#)  
[#FillYourHeartWithIreland](#) 📷 credit Michael McLoughlin



 **Tourism Ireland**  [@GoToIrelandCA](#)

As this fab shot from Rosleague Manor in Connemara shows, nowhere in the world does food with a view quite like Ireland! 📷🍴🥰

[#DreamNowTravelLater](#)  
[#FillYourHeartWithIreland](#)

📷 Courtesy of [@IrelandBlueBook](#) and Rosleague Manor Hotel



 **Tourism Ireland**  [@GoToIrelandCA](#)

[#MeetTheMaker](#) Johnny Harte, the coordinator of [@DrinkFiveFarms](#) Liqueur. These family-run farms in West Cork have teamed up to create the world's first farm-to-table Irish Cream Liqueur!

[#FillYourHeartWithIreland](#)

📷 credit [instagram.com/sliceofpai/](#) and [instagram.com/thebakefeed/](#)



 **Discover Ireland CA** 

Posted by Hootsuite  
 October 18 at 12:00 PM · 🌐

Who's dreaming of a scene like this? Stunning [#FoodWithAView](#) from Sneem Hotel in irresistible Kerry! 🥰📷 [#LongingForIreland](#) [#FillYourHeartWithIreland](#)

📷 Courtesy of [Original Irish Hotels](#)



[www.tourismireland.com/industryopportunities.com](http://www.tourismireland.com/industryopportunities.com)

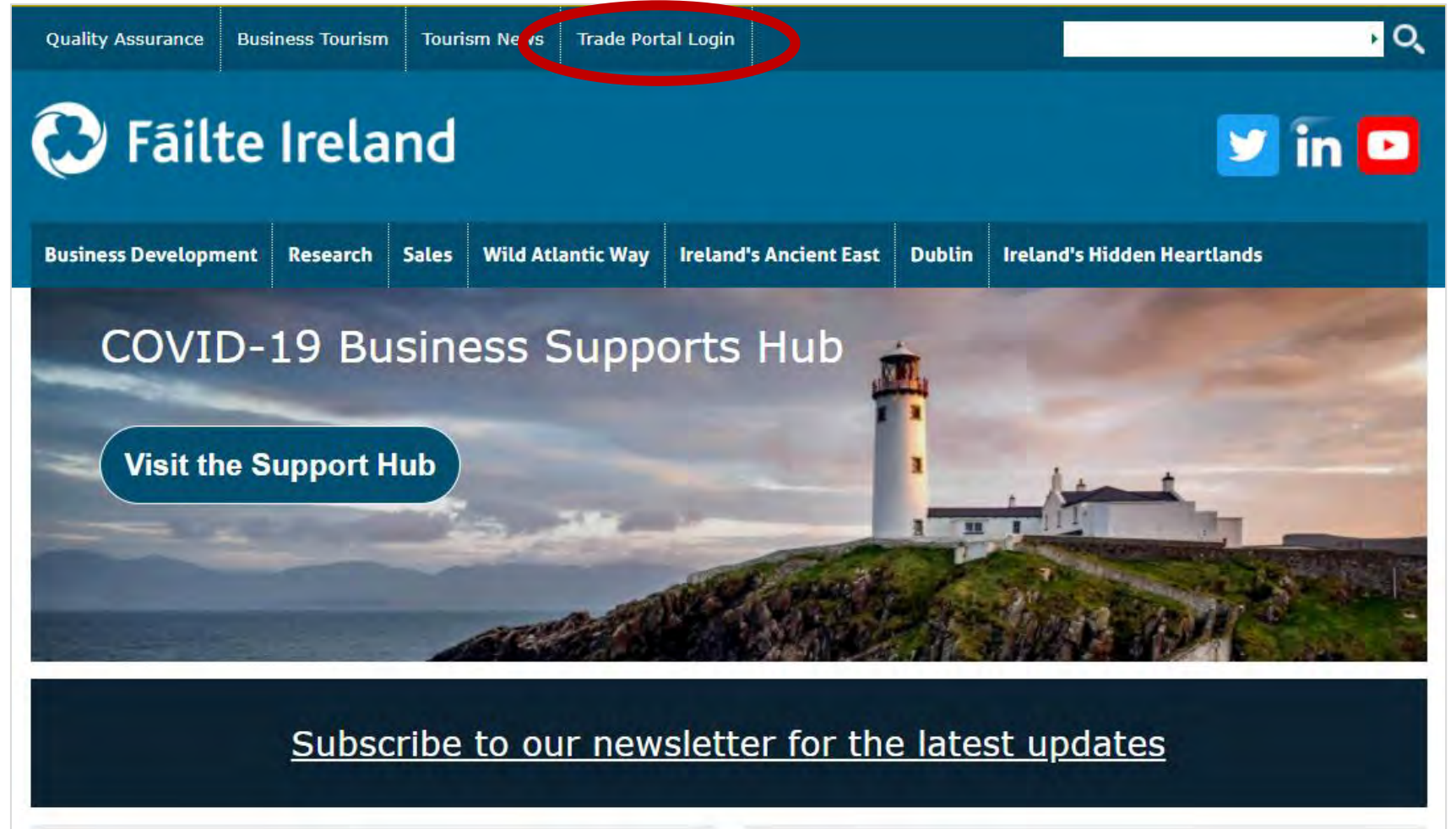
[FillYourHeartWithIreland@tourismireland.com](mailto:FillYourHeartWithIreland@tourismireland.com)

# WORKING WITH FÁILTE IRELAND







# Fáilte Ireland Trade Portal

The Trade Portal is Fáilte Ireland's online self-service portal.



The screenshot shows the top navigation bar of the Fáilte Ireland website. The 'Trade Portal Login' link is highlighted with a red circle. Below the navigation bar is the Fáilte Ireland logo and social media icons for Twitter, LinkedIn, and YouTube. A secondary navigation bar contains links for 'Business Development', 'Research', 'Sales', 'Wild Atlantic Way', 'Ireland's Ancient East', 'Dublin', and 'Ireland's Hidden Heartlands'. The main content area features a banner for the 'COVID-19 Business Supports Hub' with a 'Visit the Support Hub' button. At the bottom, there is a dark blue bar with the text 'Subscribe to our newsletter for the latest updates'.

Quality Assurance Business Tourism Tourism News **Trade Portal Login**

 **Fáilte Ireland**   


Business Development Research Sales Wild Atlantic Way Ireland's Ancient East Dublin Ireland's Hidden Heartlands

**COVID-19 Business Supports Hub**

[Visit the Support Hub](#)

[Subscribe to our newsletter for the latest updates](#)

# Fáilte Ireland Trade Portal



Sign Up Log In

Fáilte Ireland

Trade Events Enterprise Supports Quality Assurance Opportunities Funding Business Profile COVID-19

## Welcome to Fáilte Ireland's Trade Portal

Check out available Funding

TRADE EVENTS

QUALITY ASSURANCE

ENTERPRISE SUPPORTS

OPPORTUNITIES

FUNDING

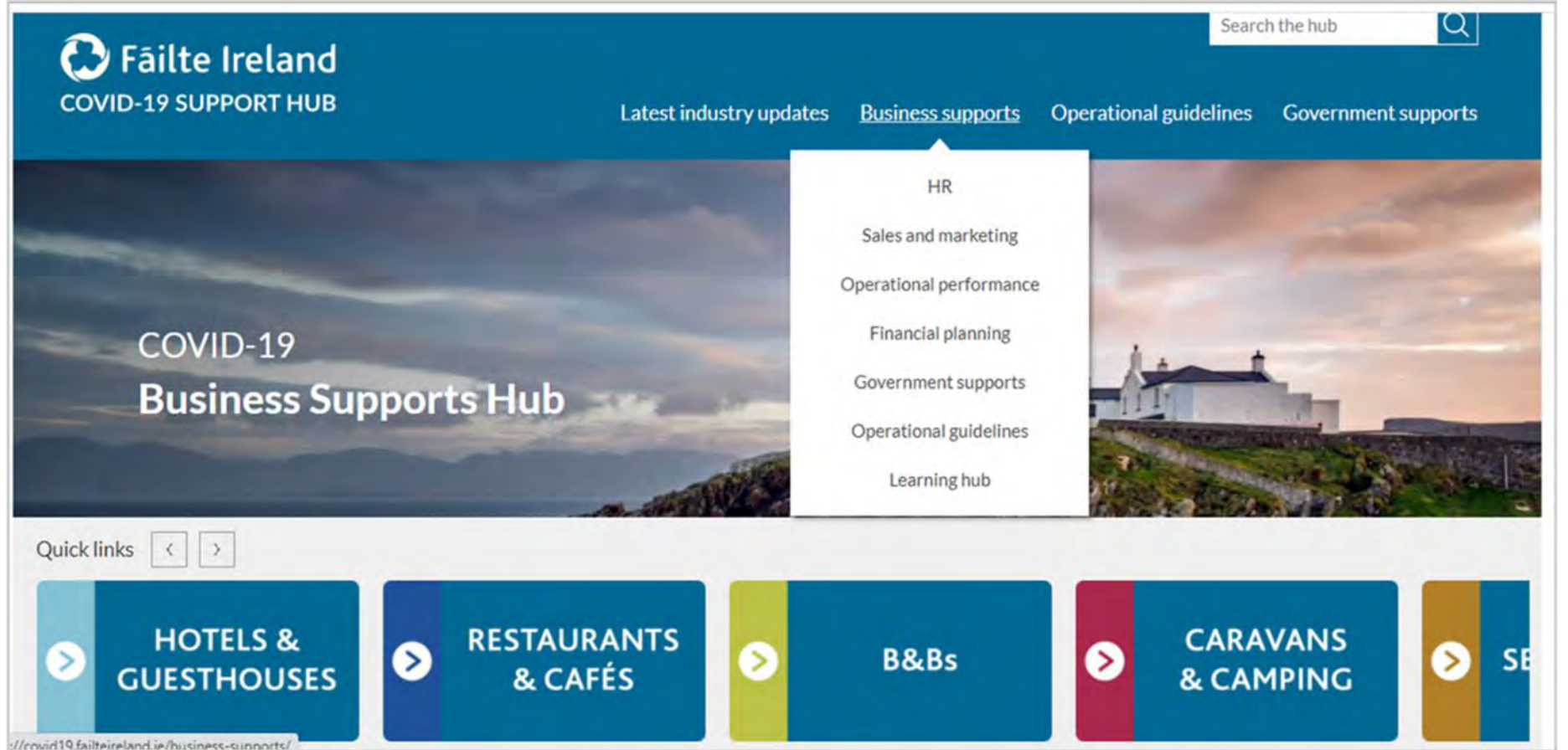
BUSINESS PROFILE

**Once you sign up or log in to the Trade Portal, you will be able to access and sign up for many FI resources, including:**

- Listings of B2B Trade Events (international and domestic), and details of any supports Fáilte Ireland offer to attend these
- Funding Application Forms
- Applications and Renewals for Fáilte Ireland Quality Assurance Framework
- The Covid-19 Safety Charter Application Form
- Sign up forms for Training Courses

You will also be able to update your business profile so that we always have the most up-to-date contact details for you and your staff.

# Covid Support Hub



The screenshot shows the Fáilte Ireland COVID-19 Support Hub website. The header features the Fáilte Ireland logo and the text "COVID-19 SUPPORT HUB". A search bar is located in the top right corner. The main navigation menu includes "Latest industry updates", "Business supports", "Operational guidelines", and "Government supports". The "Business supports" menu is expanded, showing sub-categories: "HR", "Sales and marketing", "Operational performance", "Financial planning", "Government supports", "Operational guidelines", and "Learning hub". The main content area has a large banner with the text "COVID-19 Business Supports Hub" over a scenic background. Below the banner is a "Quick links" section with navigation arrows and a row of colored buttons for "HOTELS & GUESTHOUSES", "RESTAURANTS & CAFÉS", "B&Bs", "CARAVANS & CAMPING", and "SE".



**For more details visit:**  
[covid19.failteireland.ie/business-supports/](https://covid19.failteireland.ie/business-supports/)



Or email us at:  
[business.supports@failteireland.ie](mailto:business.supports@failteireland.ie)

# DiscoverIreland.ie

## Discover Ireland Website

- DiscoverIreland.ie has been newly redesigned to and was launched July 2020..
- It's free to get a listing on DiscoverIreland.ie - key Call to Action for domestic marketing campaign.
- If you already have a listing, make sure that it is accurate and has up-to-date imagery and content
- These listings also feed into Ireland.com website, which targets the overseas market.



### Get a new listing on our consumer websites

Give us an overview of your tourism business if you are involved in activities or attractions. Please click the link to start the process.



### Update your listing on our consumer websites

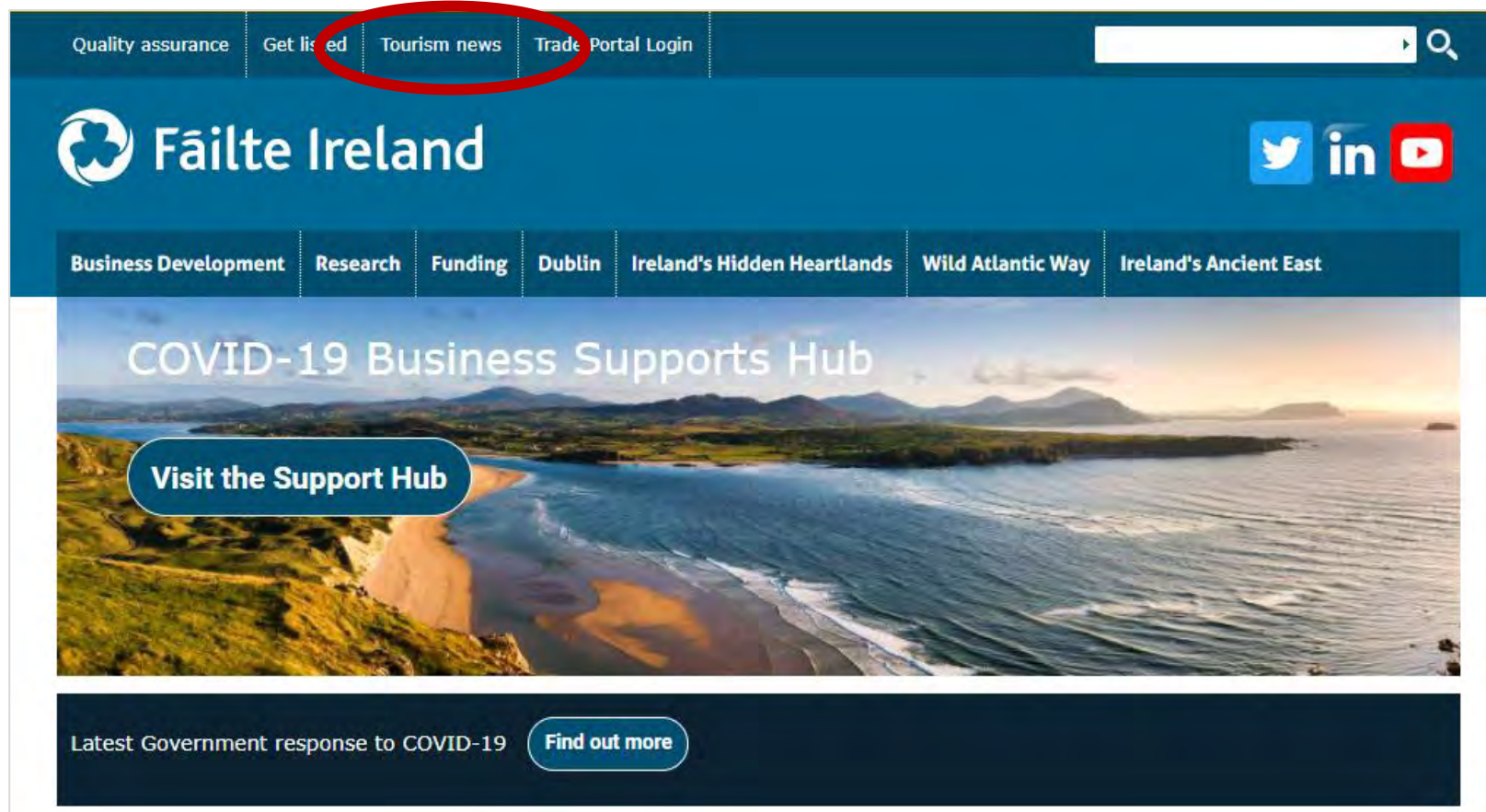
Contact us if you'd like to change or add to your listing. Remember to include the url and the details of the changes you'd like us to make.

<https://failteireland.ie/get-listed.aspx>  
Follow the links on this page as shown above



# Fáilte Ireland Newsletter

- Make sure that you don't miss out on the latest updates from Fáilte Ireland by signing up to our Industry newsletter.
- You will find a link to sign up for the newsletter on the Tourism News page of the Fáilte Ireland website.
- Our regular ezines and newsletters will keep you informed on the latest industry news, insights, business supports relevant for your business



The screenshot shows the top navigation bar of the Fáilte Ireland website. The 'Tourism news' link is circled in red. Below the navigation bar, the main header features the Fáilte Ireland logo and social media icons for Twitter, LinkedIn, and YouTube. A secondary navigation bar lists various categories: Business Development, Research, Funding, Dublin, Ireland's Hidden Heartlands, Wild Atlantic Way, and Ireland's Ancient East. The main content area features a large banner for the 'COVID-19 Business Supports Hub' with a 'Visit the Support Hub' button. At the bottom, there is a dark blue bar with the text 'Latest Government response to COVID-19' and a 'Find out more' button.

# Breakfast Innovation Toolkit

Launching to COVID Support Hub End February



## Supporting Tools



Top Tips



Labour & Food Cost  
calculators & user  
video guides



Sustainability  
Handy Hints



Ready to Go  
Checklists



Easy to use  
templates

## Modules

- Innovating breakfast for a new era
- The changing landscape
- Reengineering your breakfast menu
- Upselling and customer communications
- Driving lean production
- Driving lean service
- SOPs. Training. Staff communications.
- Measuring impact and the bottom line

# Inside Food

– Driving Innovation & Efficiencies Podcast Series



Inside Food - Podcast

- 30-minute Bite Size Tips & Practical Advice
- Interview style  
Moderator, Industry Practitioner and Subject Matter Expert
- Launching 1<sup>st</sup> Week in March - weekly for 7 weeks

## Fáilte Ireland - Inside Food Podcast Series

- Consumer Trends Shaping Eating Out
- Innovating Menu Engineering for Profit
- A fresh look at Food Costs
- Tracking Labour Cost & Food Waste
- Driving Sales
- Show me the money – data analysis for business decisions
- Technology Innovation – enhancing performance

National Food Tourism E-commerce Webinar

Thank You

