

## WHAT STAGE IS THE PROJECT AT?

Stage one is complete and we are now well into the delivery of stage two. The Mobilisation Workshops are underway. This is an important step in the building of the event programme. Following the industry workshops and the various Food & Drink business support initiatives\* (see list) we will publish an exciting programme for TTI 2019 with a brand and brand toolkit. The brand is currently being tested internationally and the brand toolkit will follow shortly.

## FOOD & DRINK BUSINESS SUPPORTS 2019

- Taste of Place
- Pubs Development Programme
- Festivals and Events Programme
- Agri-Tourism Business Supports
- Networks - collaborating for success

Workshop location	Counties served	Date	Venue booked
<b>Wild Atlantic Way</b>			
Donegal	Donegal	Tuesday 7th May	Harveys Point
Mayo / Castlebar	Mayo	Thursday 9th of May	Breffey House Hotel
Limerick	Limerick	Tuesday 14th of May	The Strand
West Cork	West Cork	Wednesday 15th of May	Celtic Ross Hotel, Rosscarbery
Kerry	Kerry	Thursday 16th of May	Great Southern
Dingle	Dingle	Friday 17th of May	Dingle Benners - 1 hour delayed start
Clare	Clare	Tuesday 28th of May	Hotel Doolin
Sligo	Sligo	Wednesday 29th of May	Radisson Blu
Galway	Galway	Thursday 30th of May	The Twelve Hotel
<b>Irelands Ancient East</b>			
Waterford	Waterford and Wexford	Tuesday 21st of May	Faithlegg Hotel
Kilkenny	Kilkenny and Tipperary	Wednesday 22nd of May	Newpark Hotel
Cork	Cork City / East Cork	Monday 20th May	RiverLee
Meath	Meath, Louth, Cavan, Monaghan, Offaly	Monday 13th of May	Headford Arms
Carlow	Carlow, Laois, Wicklow and Kildare	Thursday 23rd May	Woodford Dolmen
<b>Irelands Hidden Heartlands</b>			
Carrig on Shannon, Roscommon		Thursday June 6th	Kilronan Castle, Roscommon
Athlone		Tuesday June 11th	Dead Centre Brewing
Lough Derg		Thursday June 13th	The Lakeside Hotel Killaloe
Dublin			
Dublin		Wednesday 8th of May	Croke Park

### BE PART OF TASTE THE ISLAND

Attend one of 18 industry mobilisation workshops across May and June to build Taste the Island 2019 programme - See [failteireland.ie](http://failteireland.ie) for more details

\*workshops for Northern Ireland to be announced soon



Discussing Taste the Island at the RAI conference April 8th in the Europa Hotel Killarney - Bobby Kerr, Robert Collender, Rob Krawczyk, Nicola Zammit and Tracey Coughlan.

## ONCE FULLY-REALISED, THE PROJECT WILL:

- Assist in increasing visitor numbers, dwell time and spend in destinations
- Improve linkages between, and add value to, food and drinks offerings throughout the Island of Ireland alongside attractions and activities
- Direct visitors to less well known high quality food and drink experiences /locations
- To build on the work in these areas already such as the Taste the Atlantic, Pubs Development Programme and Collaborate for Success initiatives and assist businesses, agencies, local groups and other stakeholders in the area to work together to create saleable food and drink experiences
- Reinforce the strengths and quality of Ireland's food and drink, the exceptional standard of our produce while offering the visitor compelling reasons to experience while in Ireland
- Create a strong base upon which Ireland's food and drink industry can continue to develop across including many food and drink experiences available
- Stimulate new visitor experiences packages and in the longer term building an even strong food story for Ireland to tell.

## MEET THE TEAM

### MANAGEMENT TEAM - TASTE THE ISLAND



**Paul Keeley**  
Director of Business Development



**Martina Bromley**  
Head Of Enterprise & Hospitality Development



**Tracey Coughlan**  
Manager Food Tourism, Strategy and Programmes

### FOOD TOURISM TEAM



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**Caitríona Fitzpatrick**  
Communications and Stakeholders Manager - Taste the Island  
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### REGIONAL TEAM CONTACTS



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**Gary Quate**  
Experiences Development Officer  
Tourism Northern Ireland  
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## TASTE THE ISLAND IMPLEMENTATION GROUP

The all Island Implementation group consists of members from Fáilte Ireland's core Food Tourism Team, Regional Programme Teams and representatives from business units across the organisation.

Tourism Ireland and Tourism Northern Ireland are also represented on the group which meets everyweek to execute this ambitious project.



Sarah Dee, Sarah Fisher Amanda Horan, Caoimhe Ní Dhuibhinn, Maeve McKeever, Kevin Quinn, Dean Panter, Orla Canavan, Laoise Donnelly, Martin Donnelly, Laura Hanley, Eva Dearie, Deirdre Byrne, Catherine Whelan, Azeta Seery, Rosaleen Fitzpatrick

FI-11670L-FT-0419



# TASTE THE ISLAND

A celebration of Ireland's food and drink



IRELAND EXPORTS TO  
180 MARKETS  
AROUND THE WORLD

## FÁILTE IRELAND FOOD & DRINK STRATEGY 2018-2023



### WHAT IS TASTE THE ISLAND?

'Taste the Island - a celebration of Ireland's food and drink' is a new all island initiative lead by Fáilte Ireland in partnership with Tourism Ireland and Tourism Northern Ireland. It is an ambitious showcase of Ireland's world-class food and drink culture across September, October and November, designed to provide visitors with access to authentic and engaging food and drink experiences, high quality local ingredients and quality Irish food and drink.

### WHAT IS THE AIM OF THE PROJECT?

To promote the island of Ireland's food and drink culture to domestic and international visitors creating opportunities for businesses across Ireland to attract higher numbers of visitors throughout the country, outside of peak season.

### PROJECT GOALS

Taste the Island supports Fáilte Ireland's strategic imperative to address seasonality and grow revenue by driving increasing bed nights outside of the high season while also encouraging visitors to explore lesser-known locations across the country. This initiative will, in the longer term, enhance Ireland's international food and drink reputation, and provide visitors with a high regard for the food experience available on our shores before they get here.

### WHAT ARE THE STAGES OF THE PROJECT?

- Engage with Tourism Ireland & Tourism Northern Ireland on project objectives
- Identify and engage key stakeholders at sectoral, regional and industry level
- Establish key market targets and segments
- Create a project name, event programme framework and duration
- Identify ways industry can get involved; VEDPS, Destinations Towns - trails, networks, workshops
- Develop brand and brand story & research concepts domestically and internationally
- Align and design a range of business development programmes to support industry development inline with the strategy objectives
- Launch achieving efficiency kitchen series with 2500 Chefs Network members
- Deliver Irish Breakfast awards in association with Georgina Campbell's Ireland
- Launched Taste the Island' buyers guide at Meitheal 2019



Pictured Andrew Cowen Irish Whiskey Association, Ruth Andrew ITOA and Paul Keeley at a recent Stakeholders breakfast

IRISH BUTTER IS THE  
NO. 1. BRANDED  
BUTTER  
IN GERMANY AND  
NO. 2 IN THE US

- ### STAGE 2
- Develop Taste the Island project charter
  - Distribute the first All-Ireland Taste the Island buyers guide
  - Develop project collateral - video, consumer and industry websites etc.
  - Roll out regional communications plan for the 18 industry mobilisation workshops nationwide
  - Complete industry development toolkit and activation programme complete in preparation for national workshops
  - Communicate the details of the plan to the industry and public & available funding supports
  - Implement new website design requirements aligned with Taste the Island
  - Building on our pilot networks programme with the advanced level getting underway in late April
  - Identify opportunities around food/drink networks and build a programme called 'Networks - collaborating for success' to work with businesses on creating a collaborative tourism offering in their local area

- ### STAGE 3
- Accept and identify programme content for 2019 applications
  - Support industry readiness, development and innovation
  - Share brand toolkit with industry and bring event programme to life
  - Launch all island initiative including extensive program of events
  - International launch of Taste The Island programme with an extensive marketing campaign
  - Engage participating industry in Taste the Island Welcome Programme
  - Rollout comprehensive engagement and communications plan in partnership with stakeholders both local and national
  - Work with industry on Network programme that can provide a range of visitor experiences around food & drink in their area'

JAPAN  
IS IRELAND'S  
4TH LARGEST  
MARKET  
FOR CHEESE HAVING  
GROWN FROM €4M IN  
2013 TO €40M  
IN 2018

- ### STAGE 4
- Deliver a hugely successful event for domestic and international visitors with brilliant visitor experiences
  - Continue to build on the capabilities of businesses to enhance the food and drink experience for visitors year round
  - Review the 2019 programme and related research
  - Scope for 2020 incorporating learnings and international focus



The hugely popular Taste the Island buyers guide for Meitheal 2019 has a total of 185 Experiences as well as the suggested itineraries and the 24 hour City Immersions. The food bible proved to be a major talking point at Meitheal and an extremely popular guide for all who attended - we can safely say nobody left without it!



Pictured Michelle Maguire Blue Book Ireland, Martina Kerr Bromley, Tracey Coughlan, Margaret Jeffers Good Food Ireland at a recent Stakeholders breakfast

Olivia Duff, Tracey Coughlan, Martina Kerr Bromley, Darren Byrne, Sinéad Hennessy, Ruth Andrews at the recent stakeholders breakfast

### PAUL KELLY FÁILTE IRELAND CEO

'Taste the Island - a celebration of Irish food and drink' is a hugely exciting All Island initiative taking place this year. It is designed to provide visitors with access to authentic food and drink, high quality local ingredients and world class Ireland's food and drink experiences.

Our ambition for the program is extensive and far reaching but more than matched by the enthusiasm and energy of our food and drinks and wider tourism industry. We want everyone to be part of this celebration, from food producers to distillers and brewers; food festivals, those working and demonstrating traditional skills, pubs, cafés, restaurants, city bistros and rural retreats to name a few.

This initiative supports Fáilte Ireland's strategic imperative to address seasonality and grow revenue by driving increased bed nights outside of the summer season while also driving visitors to explore lesser-known locations across the country. Our aim is for this initiative enhance Ireland's international food and drink reputation over the longer term, and provide visitors with a higher regard for the food experience available on our shores before they get here.

We are very pleased to be working with all those in this fantastic indigenous industry to deliver Taste the Island 2019.



Paul Keeley with some of the Taste the Island team at Meitheal 2019

### JOHN MCGRILLEN TOURISM NI CHIEF EXECUTIVE

As part of the visitor experience, food and drink presents an opportunity to drive economic growth, which in turn supports our strategic ambition to develop both the seasonal and regional extension of tourism. 'Taste the Island' is also an opportunity to motivate visitors to travel to Northern Ireland by offering a compelling programme of authentic food and drink experiences from September to November 2019.

There is a spectacular energy simmering in Northern Ireland and this initiative is the perfect way to celebrate the quality, innovation, creativity and entrepreneurship within our food and drink industry.

We look forward to working with our industry partners to deliver what will be a hugely exciting time for food and drink on this island.



Martina Bromley meeting with Stakeholders on Taste the Island recently