

## **Ireland's Food Story**

### **The Story in a Page** – *approx 300 words*

Ireland has long been recognised for the beauty of its landscapes and seascapes, the buzz of its cities, and the warmth of its people. Now visitors are coming for our food and drink too.

And that's hardly surprising. For Ireland has a natural, honest approach to food – and an easy-going, warm style – that's both rooted in tradition and very 21st century.

Thanks to our mild climate, clean seas, fertile soil ... and yes, the rain too ... we have some of the best raw ingredients in the world. And, on this small island, local rules. You'll eat seafood straight off the boat. Dairy from local pastures. Beef, lamb and pork raised within a few miles. Sea veg harvested on nearby strands. Wild food foraged from hedgerows. Greens picked that same day.

Expertly prepared, then served simply, and fresh as can be ... it's as if you can really taste the place: the Atlantic swells, the mountain mists, the turf fires and the small, green fields.

In Ireland, good food is just the start: you'll shake the hand that feeds you too ... in shops and smokehouses, on harbours and farms, at micro-breweries and markets, in traditional pubs, small-town cafés, city bistros and Michelin-starred restaurants ... There's the chance to visit producers, to follow food trails, to take part in food festivals, to learn traditional skills, to forage and fish ... or simply to join in the chat at the bakery, on the quayside or at the bar. People will wish you "céad míle fáilte" – and it will come from the heart.

For Ireland believes in small. We believe in local. And we believe in personal.

And it's the people – the generations of farmers and fishermen, the artisan producers, the new wave of inspired chefs and our warm and welcoming hosts – that turn this great natural larder into experiences that you will always remember.

### **The Story in a paragraph** – *approx 100 words*

There's something very rooted yet very new about Ireland's natural approach to food and easy-going, warm style. On this small island, local rules. You'll find some of the best raw ingredients in the world, expertly prepared then served simply and fresh as can be ... it's as if you can really taste the place. And good food is just the start. You'll shake the hand that feeds you too. For we believe in small, we believe in local and we believe in personal. And it's the warm and welcoming people that turn this great natural larder into experiences that you will always remember.

### **The Story in a sentence** – *approx 30 words*

Ireland has some of the best raw ingredients in the world – but it's the warm and welcoming people that turn this great natural larder into experiences that visitors will always remember.