

Information Booklet

*Workshop Support Notes Developed by the Hospitality
and Standards Business Operations Team*



Providing an authentic Irish
Middle of The Day/Lunchtime
Offering in a Cost Effective Way



Fáilte Ireland
National Tourism Development Authority



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Introduction to Programme for Pubs & SME'S

Title:

Providing for an authentic “Irish middle of the day” /lunchtime offering in a cost effective way.

Rationale:

SME's Pubs who currently have a food offering (or have this potential) and who are situated along the Wild Atlantic Way have been identified as being key to both the domestic and international tourist in terms of enhancing their holiday experience. The food offering in this area is in the main a very high standard. However, research has told us that in some instances the food offering; particularly during “the middle of the day” is seen to be below potential and inconsistent in terms of choice, quality, service and perceived value. Therefore a new programme/workshop has been commissioned with the purpose of addressing this particular development need and to assist businesses in this area. Failte Ireland has developed this workshop with an aim to enhance both the business and the customer experience through menu development and the creation of authentic Irish/middle of the day lunch time offering in a cost effective way.

Aim:

To create a deeper understanding of the importance of the middle of the day lunchtime potential market and of the needs and profile of customers.

Programme objectives:

At the end of this programme participants will have a clear understanding of:

- *The importance of the “middle of the day” lunchtime potential market.*
- *The importance of understanding the needs and profile of their customers*
- *How to develop their current offering to maximise sales whilst creating an authentic, value for money experience.*
- *Key points to consider when creating an authentic lunchtime / “middle of the day” offering; including the potential for picnics and carryout's. (menu development)*
- *Introduction to Allergens (law since December 2014)*
- *Measures to avoid fluctuations in consistency and standards*
- *Cost control and the use of Failte Irelands on line costing tool kit*

Potential direct business benefits:

- *Increased profitability*
- *Greater customer satisfaction and loyalty*
- *Increased sustainability and staff retention.*



WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN



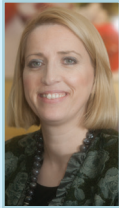
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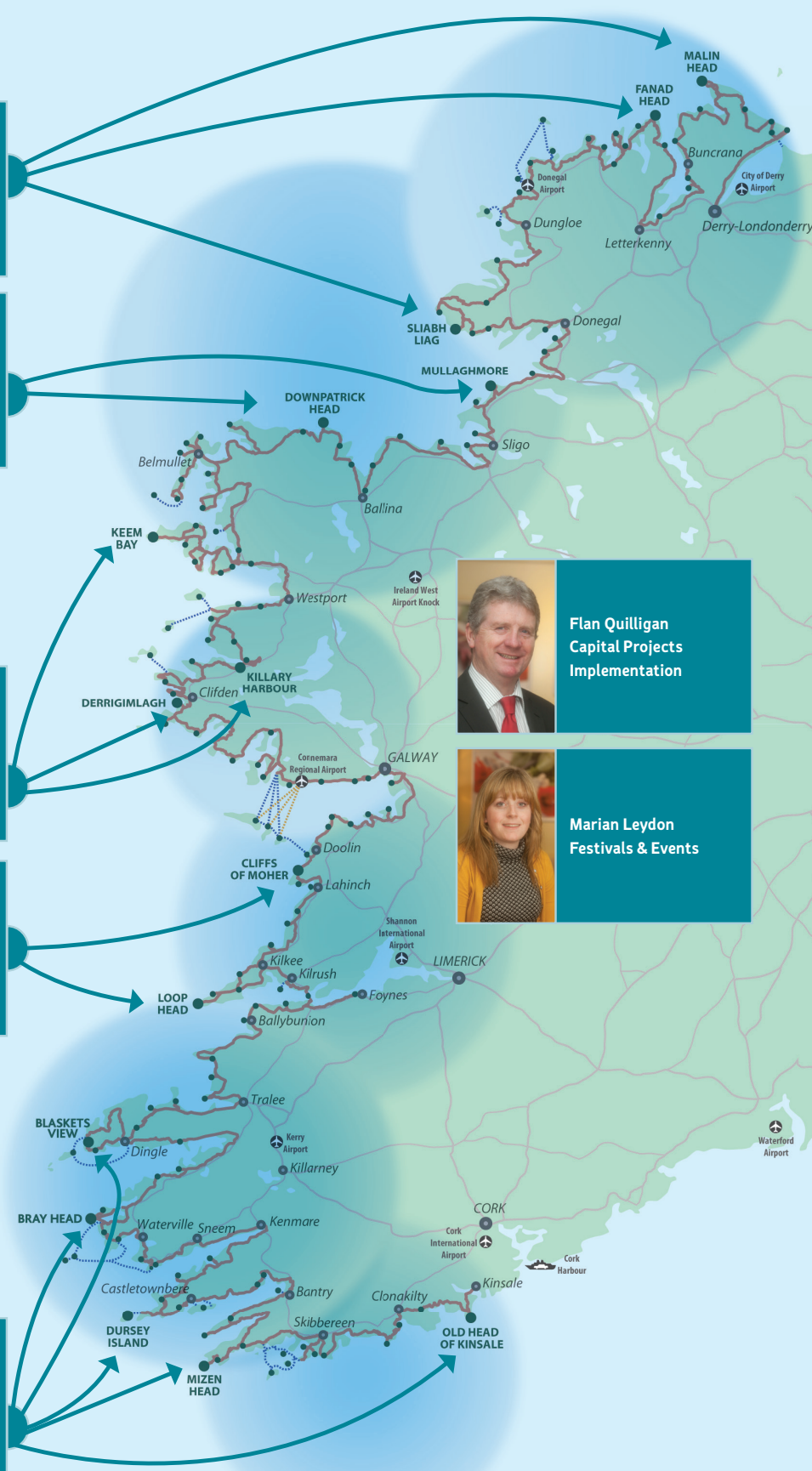
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**Wild, rugged,
liberating...**

Digital Platforms

Website:

www.wildatlanticway.com

Twitter:

<https://twitter.com/wildatlanticway> - @wildatlanticway #WildAtlanticWay

Facebook:

www.facebook.com/IrelandsWildAtlanticWay

App:

<https://play.google.com/store/apps/details?id=ie.failteireland.wildatlanticway>
– *The Android version of the WAW app is on Google play store and is available now for download.*

Wild Atlantic Way – Discover Ireland page:

<http://www.discoverireland.ie/Wild-Atlantic-Way>

Wild Atlantic Way Video available on You Tube

<http://www.youtube.com/embed/TNjsFzyKJOI?rel=0>

Meet the Hospitality & Standards Business Operations Team



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Segmentation

What is segmentation and why is it useful?

Segmentation is a process through which potential customers that display similar needs, motivations and characteristics are grouped together. It provides a basis to make decisions in relation to product, service and experience development.

This new approach to segmentation provides new, unique insights about the key customers segment; their motivations and the kind of experiences that they will buy.

The new segmentation models are a key asset through which Ireland can seek to compete and win overseas business while simultaneously developing and growing on a domestic basic.



Domestic Segments:

Connected Families



Connected families are made up of families with young children. Their core motivation is to spend quality time together and grow as family.

Key Motivations

- They are seeking a variety of things to see and do in a place that feels special (as long as they are doing things together they are happy)
- For the parents it's all about their children being happy and enjoying themselves, making the most of the opportunity to really 'be' with their children
- They are seeking to create special memories that they can treasure, sharing experiences that they can fondly look back on in the months and years to come.

Footloose Socialisers



Footloose Socialisers tend to travel as groups of friends, for them holidays are about sharing experiences with people who are of the same mind-set.

Key Motivations

- Footloose Socialisers are seeking to share experiences with people they can relax and be themselves with – experiences that bring people together
- They believe that it's good to go off the beaten track every now and again, try out different places, meet the locals and really get under the skin of a place
- They enjoy good food and drink and tend to be interested in the history and culture of the place they are visiting.

Indulgent Romantics



Indulgent Romantic are made up of couples that are seeking a romantic getaway through which they can reconnect while enjoying wonderful surroundings.

Key Motivations

- Their ultimate goal is to find the perfect, romantic hub for their holiday where they can soak up the luxury, reward themselves, be well looked after and reconnect with one another
- Just being together and treating themselves a little really helps them to rebalance.

Global Segments:

Culturally Curious



Culturally Curious tend to be slightly older, are very independently minded and are interested in places of historic and cultural interest.

Key Motivations

- They're interested in all that a place has to offer and they want it to be authentic
- They love to discover history and always find ways of getting real insight. They are looking to encounter new places and experiences that are out of the ordinary
- They like to feel that they have not only broadened their mind but also immersed themselves in a place, giving their senses a holiday too – the sights, the sounds, the smells, the tastes
- They enjoy connecting with nature and getting off the beaten track.

Great Escapers



Great Escapers are all about getting away from it all, renewing family bonds and spending time together in a beautiful place.

Key Motivations

- To connect with the landscape, the vastness of nature and the history of place
- They are seeking to rebalance and take stock of their lives, concentrating on what's important to them
- Most importantly, Great Escapers want to come home refreshed and revitalised, their batteries recharged.

<http://www.failteireland.ie/Develop-your-tourism-enterprise/International-sales.aspx>

Examples of Current and Emerging Lunch Trends as per discussion

- Shared plates/platters
- Tapas
- Cheese boards, local breads & homemade chutney
- Options for young adults
- Family one pot
- Carve your own
- Craft Beers
- Trendy coffee and Tea's
- Pick and mix menus
- Gourmet sandwiches on variety of breads
- Homemade pies/Quiches
- Picnics/packed lunch
- Healthy options
- Toasted special with salad
(with quality hams/filling and homemade breads)



Food Costings Key Points

Gross profit:

A gross profit is the difference between the cost of the food and the net selling price of the food

Net profit:

A net profit is the difference between the net selling price of the food (sales) and the total cost (cost of food, labour and overheads)

- You need to cost to enable you to operate within budget and to achieve your Gross Profit percentage
- Cost products prior to items going on sale
- The main focus is ensuring you reach your profit margin whilst the customer gets value for money

The following steps are critical in order to ensure that the correct selling prices are determined:

- Supplier price lists
- Standard recipes for all menu items
- Accurately costed recipes
- Pre-determined portion sizes
- Gross profit % target

Points to consider - standardising recipes

- Include yields and portion sizes
- Give garnish specifications for each plate
- Put this information on laminated recipe cards and make them easily accessible to your prep people
- Display colour photos of final plate presentation

Cost control calculations

- A gross profit of 65% of sales is estimated to cover labour and overhead costs, then food costs must be 35% of sales
- From this, the required selling price to give a 65% gross profit can be found from the following formula:

$\text{Selling price} = \text{food cost} \times 100/35$

Cost control calculations

If the ingredients of a dish cost €2.00 and a gross profit of 65% is to be obtained, then €2.00 represents 35% of the required selling price which will be:

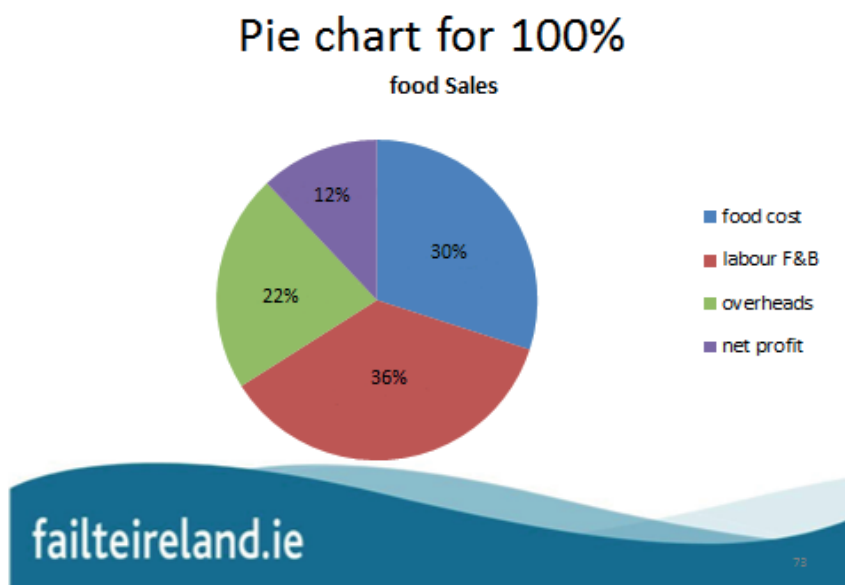
$$\frac{2.00 \times 100}{35} = 5.71$$

Net Selling price of dish = €5.71

Add vat 9%

$$5.71 \times 109\% = 6.22$$

Example



Surround costs

Any associated cost incurred as an addition to a meal or beverage.

- Bread roll € 0.09- 0.24
- Butter portion € 0.06- 0.13
- Sauce sachet € 0.04- 0.07
- Sugar sachet € 0.01- 0.03
- Milk portion 50 mls € 0.04
- Biscuit € 0.16- 0.33
- Jam portion € 0.09- 0.45

Bowl of Soup

2 bread rolls and 2 butter

$$2 \times 0.15 = (30) + 2 \times 0.10 = (20) = \text{€}0.50$$

30 bowls of soup a day

$$30 \times 0.50 \times 7 \text{ days} \times 52 \text{ weeks} = \text{€}5460.00$$



Cup of Coffee

Packet of biscuits, sugar and milk

$$1 \times 0.22 + 2 \times 0.01 + 1 \times 0.04 = \text{€}0.28$$

50 cups of tea/ coffee a day

$$50 \times 0.28 \times 7 \text{ days} \times 52 \text{ weeks} = \text{€}5096.00$$



www.failteireland.ie/food

The following items reflect some reasons for failure to meet gross profit margin targets.

- **Poor purchasing**
Fix your price with your supplier for a minimum period of 3 to 6 months
- **Poor receipt & storage procedure**
Check deliveries when delivered and do spot checks on weights of meat/fish
- **Poor menu planning/sales mix**
Look at you menu and use same product for different dishes e.g. sundried tomato for salad and quiche etc.
- **Inaccurate calculations**
Cost out recipes correctly and check you have all ingredients accounted for as well as customers' bills calculated correctly
- **Lack of standardisation/poor portion control**
Develop standardised recipes for all dishes and follow portion control guidelines.
- **Inefficient stocktaking**
When stocktaking ensure all meats /fish are weighted and all food items are accounted for. Don't forget tea/coffee in bar and fruit baskets to rooms etc.
- **Price increase in food**
When working out selling prices of dishes allow for price increases in food
- **Items not charged to bill/walk-outs**
Ensure all items ordered are recorded in till for example extra bottle of wine, side portion of chips, it can happen when busy that some items are forgotten about. Have a procedure in place.
- **Food wastage**
Keep an eye on food wastage are your portions too big? If so reduce portion size so in return less food waste.
- **Not following standardised recipe**
Follow standardised recipe otherwise you will not receive you correct margin on the dish and this will affect you Gross profit %

Dish Cost

Below is a screen shot of a typical dish costed using the Failte Ireland toolkit.

Sample Vegetable Soup



Portion Yield: 4

What is the cost of creating this dish?

Ingredient Category	Quantity	Ingredients	Unit Price	Unit	Cost for Recipe
Fresh Fruit & Veg	100 g	Carrots	€0.99	kg	€0.10
Fresh Fruit & Veg	75 g	Celery	€1.70	kg	€0.13
Fresh Fruit & Veg	75 g	Leeks	€1.90	kg	€0.15
Fresh Fruit & Veg	50 g	Onion	€0.75	kg	€0.04
Fresh Fruit & Veg	100 g	Potatoes	€0.65	kg	€0.07
Dairy, Eggs & Cheeses	50 g	Butter	€4.00	kg	€0.20
Store Cupboard Ingredients	25 g	Plain Flour	€1.20	kg	€0.03
Stocks	26 g	Vegetable Stock Bouillon	€13.70	kg	€0.36
Breads	8 slices	Brown Soda Bread	€1.35	loaf	€0.60
Dairy, Eggs & Cheeses	8	Butter Portions	€0.05	each	€0.40

Cost of Recipe	€2.08
Wastage @ 4%	€0.08
Total food cost	€2.16
Portion Yield	4
Cost per portion	€0.54

Calculate your Gross Profit (GP)

Please enter your proposed Selling Price (incl VAT)	€4.50
Food Cost per portion	€0.54
Gross Profit Margin	86.9%

Dish Cost

Below is a screen shot of a typical dish costed using the Failte Ireland toolkit.

Sample Beef & Vegetable Stew



Portion Yield: 4

What is the cost of creating this dish?

Ingredient Category	Quantity	Ingredients	Unit Price	Unit	Cost for Recipe
Meat	0.6 kg	Beef - Diced Beef	€5.74	kg	€3.44
Nuts, Seeds, Oils & Dried Fruit	50 ml	Vegetable Oil	€3.06	litre	€0.16
Fresh Fruit & Veg	200 g	Carrots	€0.99	kg	€0.20
Fresh Fruit & Veg	100 g	Celery	€1.70	kg	€0.17
Fresh Fruit & Veg	100 g	Leeks	€1.90	kg	€0.19
Fresh Fruit & Veg	10 g	Garlic	€3.80	kg	€0.04
Fresh Fruit & Veg	200 g	Mushroom	€2.89	kg	€0.58
Fresh Fruit & Veg	100 g	Onion	€0.75	kg	€0.08
Store Cupboard Ingredients	25 g	Plain Flour	€1.20	kg	€0.03
Store Cupboard Ingredients	25 g	tomato puree	€1.30	kg	€0.04
Stocks	26 g	Beef Stock Bouillon	€13.70	kg	€0.36
Fresh Fruit & Veg	1000 g	Potatoes	€0.65	kg	€0.65
any					
any					
any					
any					
any					
any					

Cost of Recipe	€5.94
Wastage @ 4%	€0.24
Total food cost	€6.18
Portion Yield	4
Cost per portion	€1.55

Calculate your Gross Profit (GP)

Please enter your proposed Selling Price (incl VAT)	€9.95
Food Cost per portion	€1.55
Gross Profit Margin	83.1%

Dish Cost

Below is a screen shot of a typical dish costed using the Failte Ireland toolkit.

Sample Fish & Chips



Portion Yield: 1

What is the cost of creating this dish?

Fish	160 g	Cod Fillet	€12.00	kg	€1.92
Freezer Items	180 g	frozen chips	€0.85	kg	€0.16
Sauces & Marinades	25 ml	Tartare sauce	€3.80	litre	€0.10
Fresh Fruit & Veg	0.25	Lemon	€0.35	each	€0.09
Fresh Fruit & Veg	40 g	Salad - Mixed Salad Leaves	€0.02	g	€0.67
Any					
Any					
Any					
Any					

Cost of Recipe	€2.93
Wastage @ 4%	€0.12
Total food cost	€3.05
Portion Yield	1
Cost per portion	€3.05

Calculate your Gross Profit (GP)

Please enter your proposed Selling Price (incl VAT)	€11.95
Food Cost per portion	€3.05
Gross Profit Margin	72.2%

Dish Cost

Below is a screen shot of a typical dish costed using the Failte Ireland toolkit.

Sample Toasted Special Salad & Chips



Portion Yield: 1

What is the cost of creating this dish?

Ingredient Category	Quantity	Ingredients	Unit Price	Unit	Cost for Recipe
Breads	2 slices	Sliced Pan Catering	€1.10	pan	€0.12
Fresh Fruit & Veg	1	Tomato	€1.49	kg	€0.10
Dairy, Eggs & Cheeses	20 g	Cheese - Mature Cheddar Cheese	€5.95	kg	€0.12
Meat	60 g	Ham - Cooked Ham	€9.37	kg	€0.57
Fresh Fruit & Veg	10 g	Onion	€0.75	kg	€0.01
Dairy, Eggs & Cheeses	10 g	Butter	€4.00	kg	€0.04
Fresh Fruit & Veg	30 g	Salad - Mixed Salad Leaves	€0.02	g	€0.50
Freezer Items	180 g	frozen chips	€0.85	kg	€0.16
Any					1

Cost of Recipe	€1.62
Wastage @ 4%	€0.06
Total food cost	€1.68
Portion Yield	1
Cost per portion	€1.68

Calculate your Gross Profit (GP)

Please enter your proposed Selling Price (incl VAT)	€7.50
Food Cost per portion	€1.68
Gross Profit Margin	75.6%

Dish Cost

Below is a screen shot of a typical dish costed using the Failte Ireland toolkit.

Sample Cheese Board



Portion Yield: 2

What is the cost of creating this dish?

Ingredient Category	Quantity	Ingredients	Unit Price	Unit	Cost for Recipe
Dairy, Eggs & Cheeses	75 g	Cahills porter	€11.16	kg	€0.84
Dairy, Eggs & Cheeses	75 g	Cashel blue	€0.02	g	€1.19
Dairy, Eggs & Cheeses	200 g	Brie	€4.15	kg	€0.83
Fresh Fruit & Veg	120 g	Grapes	€5.80	kg	€0.70
Fresh Fruit & Veg	0.5	Apple	€0.35	each	€0.18
Fresh Fruit & Veg	70 g	Celery	€1.70	kg	€0.12
Miscellaneous/Other	50 g	Chutney tomato chilli & lime	€0.02	g	€1.10
Miscellaneous/Other	60 g	cheese oat cakes	€0.03	g	€1.72

Cost of Recipe		€6.67
Wastage @	4%	€0.27
Total food cost		€6.94
Portion Yield		2
Cost per portion		€3.47

Calculate your Gross Profit (GP)

Please enter your proposed Selling Price (incl VAT)	€9.00
Food Cost per portion	€3.47
Gross Profit Margin	58.0%

Other Revenue Streams

Picnics/Packed Lunch

A picnic is a daytrip at which a meal is eaten outdoors, ideally taking place in a beautiful landscape such as a park, beside a lake or with an interesting view along the WAW.

Opportunities

- *Increased revenue (new revenue stream)*
- *Offer more choices to purchase from the business for people on the go (cycling/fishing trips etc.).*
- *Package and bundle your offering with complementary businesses*
- *Remember always exceed customer expectations*



Food Tourism

Fáilte Ireland has developed a food story – a free resource packed full of engaging content and inspirational advice to help you create your own unique food story.

It's easy to make your business part of Ireland's food tourism story. You can simply use the story itself, in a sentence, a paragraph or a page, to add content to your promotional material – for example a new page on your website, a section on a leaflet, a paragraph or line on your menu. You can even link to the food story video from your website so your visitors can see it.

The story in a page

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.

<http://www.failteireland.ie/Supports/Food-Tourism-in-Ireland/Telling-Ireland-s-food-story/The-food-story.aspx>

Menu Development

Points to consider when compiling your middle of the day offering

1. Simple Language

Keep the language clear and simple not too descriptive.

2. Accurate

Accuracy builds trust.

3. Seasonal

Emphasise the use of seasonal produce.

4. Fresh

Customers like to see that the produce is fresh.

5. Homemade

Homemade food indicates time has been taken.

6. Local/Regional/Provenance

Emphasise the use of local produce and name your producers.

7. Value

Price should relate to what the customer perceives as value.

8. Allergens New Requirement

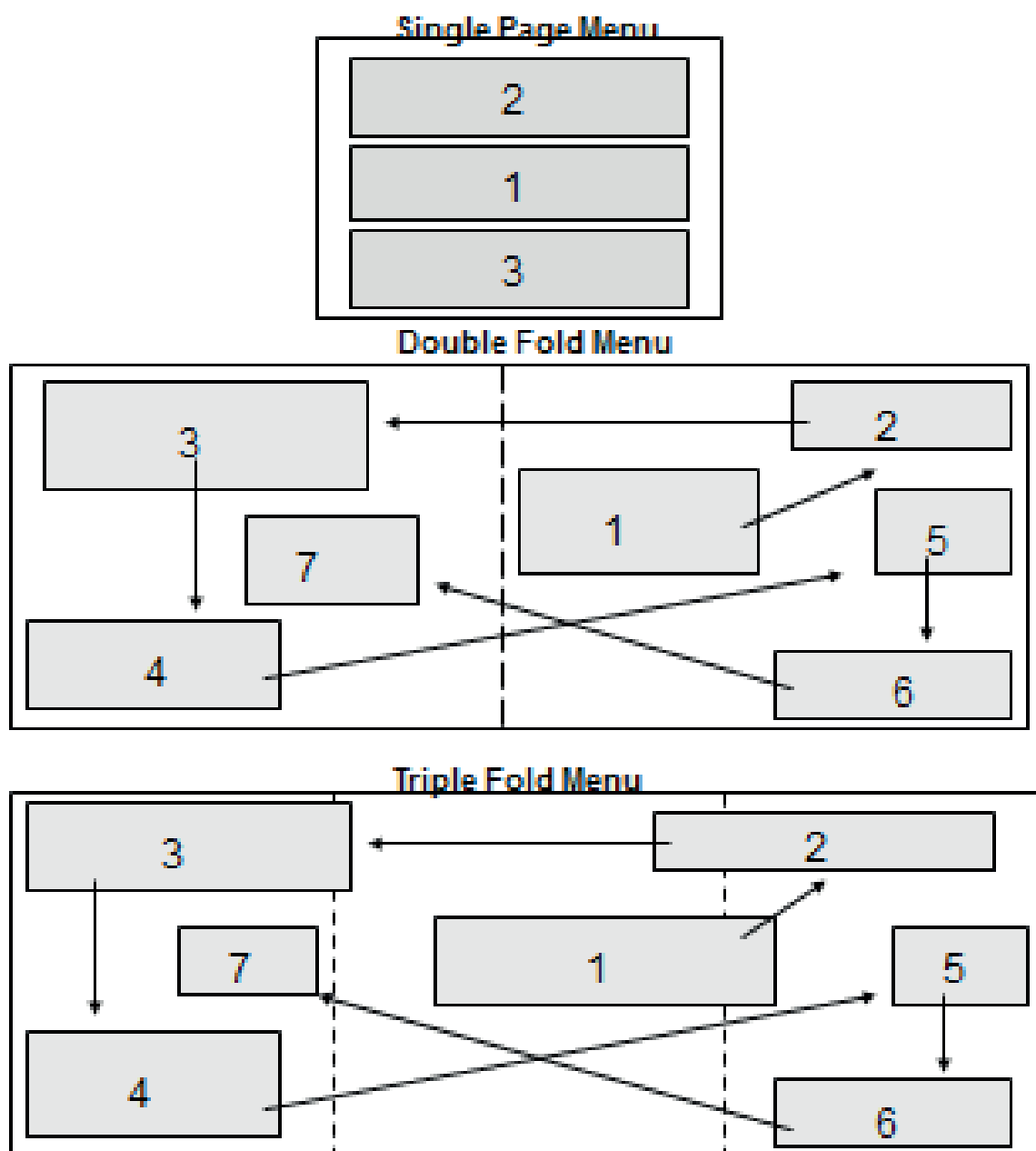
Identify any of the 14 Allergens on menus if required and have knowledgeable staff on Allergens.

9. Capacity to Deliver

It's important that if you have a menu in place that staff are trained to produced items on menu of a consistent standard.

Guidelines and tips on menu development.

Customers spend on average two minutes perusing a menu. If the menu is designed correctly, it can have a significant impact during those few critical minutes.



Sample Lunch Menus Which Demonstrates the Menu Development Tips Discussed in the Programme

TO SHARE

Bread Guinness bread, soda & sourdough

West Cork charcuterie Gubbeen, chorizo, salami, spiced beef with pickles

Burrata with roast tomatoes on the vine, ex-virgin olive oil, sourdough & crostini

FROM THE SANDWICH BAR

Cork Reuben's Spiced beef Emmenthal, sauerkraut, rye bread, kettle chips & salad leaves

Chicken ciabatta Red peppers, onions, rocket mayo, mozzarella, & salad leaves

Seared Irish Angus sirloin sandwich Caramelised onions, Gubbeen cheese, rocket, aioli, salad leaves & chunky chips

TO BEGIN

West Cork Seafood Chowder -

Salmon, Cod, Naturally Smoked Haddock and a rich seafood and vegetable stock

Half Dozen Oysters Served on crushed ice with fresh Lemon

Herb Coated Mushrooms with a Garlic Aioli and a tossed Mesculum salad.

Mussel's marinara steamed in a white wine & cream.

Oysters baked with Murphy's Stout and walnuts

Dinish Crab cocktail with avocado & apple

MAIN COURSE

Fish and Chips

Dungarvan Blonde Ale Battered Haddock with chunky home cut chips & served with mushy peas & tartar sauce

Pan Roasted Fillet of Chicken

Pan Roasted Shannonvale Chicken Breast with a chorizo and Cashel Blue Cheese mashed potato.

Beef and Guinness Stew

Choice beef, Guinness and vegetables slowly simmered, Served with brown bread.

Traditional Bacon and Cabbage

Loin of bacon with cabbage, mashed potatoes, and Parsley sauce.

DESSERTS

Baked Alaska

Flourless chocolate cake & raspberry sorbet

Buttermilk pannacotta with pistachio shortbread

Cork cheese board selection of 3 Ardsallagh, Carrigaline, Durrus, Gubbeen, Milleens

Visual Aids of the 14 Allergens – New Legislation from 13th December 2014

	1. Eggs		8. Soya
	2. Milk		9. Sulphur dioxide
	3. Shellfish		10. Nuts
	4. Molluscs		11. Cereals containing gluten
	5. Fish		12. Celery
	6. Peanuts		13. Mustard
	7. Sesame		14. Lupin



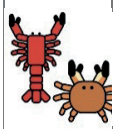


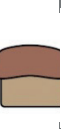








Click on an allergen to find out more

www.unileverfoodsolutions.ie/our-services/your-menu/allergens

Sample Chart

This is a sample template that can be used as overview of menu identifying what allergens are in each dish.

DISHES AND THEIR ALLERGEN CONTENT -
[INSERT THE NAME OF YOUR FOOD BUSINESS HERE]

DISHES														
	Celery	Cereals containing gluten	Crustaceans	Eggs	Fish	Lupin	Milk	Mollusc	Mustard	Nuts	Peanuts	Sesame seeds	Soya	Sulphur Dioxide
Tuna Salad [example]	✓			✓	✓		✓		✓					

Review date:

Reviewed by:



You can find this template, including more information at www.food.gov.uk/allergy

On-line Supports & Fáilte Ireland Tools

Faillte Ireland:

<http://www.failteireland.ie/>

Wild Atlantic Way website:

<http://www.failteireland.ie/wildatlanticway>

Food Tourism (*Faillte Ireland support*) a wide range of resources to help your tourism business to reach its full potential :

<http://www.failteireland.ie/In-Your-Sector/Food-Tourism-in-Ireland.aspx>

Food Trends in Ireland:

<http://www.failteireland.ie/Supports/Food-Tourism-in-Ireland/Food-trends-in-Ireland.aspx>

Faillte Ireland Business supports on line -

<http://www.failteireland.ie/Supports.aspx>

Board Bia - *Irish food, drink & horticulture industry's trade development & promotion body*

<http://www.bordbia.ie/Pages/Default.aspx>

<https://twitter.com/bordbia>

Good Food Ireland

www.goodfoodireland.ie

Food Safety Authority of Ireland

<https://www.fsai.ie/>

Food allergen labelling

<https://www.food.gov.uk/science/allergy-intolerance>

www.unileverfoodsolutions.ie/our-services/your-menu/allergens