

A TASTE OF WHAT'S TO COME

- FISHERMEN**
working with BIM we will be celebrating the International Year of the Salmon with a new visitor experience and an opportunity to meet producers and learn first-hand about the skill of fishing and our long traditions behind it. The Taste the Atlantic trail will give visitors a chance to learn about fish in a new and hands on way while of course getting to taste some of this natural fresh produce also.
- FARMERS**
Taste the Island gives the opportunity to meet our organic farmers, the custodians of the land and the passionate producers of so much of our sustainable quality produce. From beef to tillage to horticulture we have a proud history of farming and many passionate and dedicated organic farmers eager to tell their story.
- RESTAURANTS**
RAI members will be running special Taste the Island dishes and exciting offers throughout the campaign as well as an all Island FAM trip
- CAFÉS**
encompassing the newly established breed of coffee producers and baristas, the chocolate makers and the discerning tea drinkers, cafés across Ireland are taking part in Taste the Island with gusto!
- 30 NETWORKS**
a unique way to experience the local food and drink throughout Taste the Island across the country. By foot or by car, there is a trail as part of Taste the Island to give an intimate insight into the food, culture and history attached to each area.
- HOTELS**
Fantastic value Taste the Island-Hotel and guesthouse packages available across the country throughout the Taste the Island campaign.
- ORIGINAL IRISH HOTELS**
great packages from Original Irish Hotels as part of Taste the Island
- B&B IRELAND**
home from home with fresh baking and delicious breakfasts and great offers for the duration of Taste the Island.
- GOOD FOOD IRELAND**
special offers during Taste the Island on their gourmet food and drink experience packages.
- IRISH WHISKEY**
a new whiskey festival taking place across the Island in October with an ever growing number of distillers offering visitor experiences for Taste the Island.
- BLUE BOOK**
with packages available for Taste the Island from the unique Blue Book collection.
- CRAFT BEER**
a new network of brewers winding its way around the country for you to experience.
- CHEFS**
using their creative flair and passion for our local produce will be creating some amazing dishes throughout Taste the Island.
- PUBS**
with 8,000 pubs across the country and working with the VFI and LVA, Taste the Island locally-focused dishes and pairings will be popping up in local near you.

INDUSTRY ATTENDING THE TASTE THE ISLAND WORKSHOPS ACROSS THE COUNTRY



THANK YOU

As project manager for Taste the Island, I can honestly say that the scale of what's been achieved across this exciting initiative in a few short months is incredible. The passion, energy and engagement of food and drink businesses throughout the country and indeed across the wider tourism industry has been remarkable!

For 7 weeks across May and June the Taste the Island team travelled the length and breadth of Ireland to engage with industry on the Taste the Island mobilisation workshop series. Over 1,100 industry attended 20 workshops – and the level of engagement was unprecedented and demonstrates the enthusiasm for this campaign. Ideas flowed from every participant with new collaborations being formed, concepts being thrashed out and plans being made for a really exciting campaign. Our representative bodies and sectoral marketing groups have been real partners to us too, with ideas and events that will feature strongly across the programme.

Thank you to all those who attended our workshops and to each of our wonderful venue hosts, we have a truly innovative and inspirational hospitality industry in this country and we can't wait to highlight this in our Taste the Island campaign this autumn.

A special thank you and acknowledgement to my colleagues in Tourism Ireland, Tourism Northern Ireland and Fáilte Ireland, and in particular the members of the implementation group whose commitment and dedication has been essential to bringing the campaign to this point.

Tracey Coughlan
Project Manager

MEET THE TEAM

MANAGEMENT TEAM - TASTE THE ISLAND

- Paul Keeley**
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Manager Food Tourism, Strategy and Programmes

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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 every week to execute this ambitious project.



Aderemi Sakirat Yusuf, Carolina Gaburro, Sarah Dee, Amanda Horan, Caoimhe Ní Dhuibhinn, Maeve McKeever, Kevin Quinn, Dean Panter, Orla Canavan, Laoise Donnelly, Martin Donnelly, Laura Hanly, Eva Dearie, Deirdre Byrne, Catherine Whelan, Azeta Seery, Rosaleen Fitzpatrick



Taste the Island

VOL 2



FÁILTE IRELAND AND TOURISM NORTHERN IRELAND WORKSHOPS WHICH TOOK PLACE ACROSS MAY AND JUNE





MARTINA BROMLEY
HEAD OF ENTERPRISE
AND DEVELOPMENT
FÁILTE IRELAND

FOREWORD

Taste the Island is almost ready to launch and we have an incredible campaign to roll out across the Island this autumn. Working with our partners in Tourism Northern Ireland and Tourism Ireland on this first All Island initiative, a huge amount has been achieved in a very short space of time. Our interaction with industry and stakeholders has been fantastic, and we have been genuinely delighted at the innovation and passion of those from all sectors eager to contribute to this initiative. What started as an idea from the Food Strategy 2018-2023, has now grown very quickly into a large scale all-island campaign with the breadth and ambition to match any campaign that has gone before it. Our mission is to grow the number of visitors both domestic and international, to extend the tourism season, to use our high quality food and drink industry as an economic driver and to increase bednights throughout the island. We believe that Taste the Island can, over the next 3 years deliver on these ambitious but important targets and really tell the story of our food and drink industry. We have all the components needed to deliver a world class food and drink experience for visitors as part of their holiday, and an eagerness and determination from all those involved to succeed.

ADVISORY GROUP MEETING

On June 4th a meeting took place of the Taste the Island industry advisory group at Fáilte Ireland, Amiens Street, Dublin. Here industry were given a detailed briefing by Fáilte Ireland, Tourism Ireland and Tourism Northern Ireland followed by discussion and Q&A. This body is key to ensuring that industry have a real input into this campaign across the Island and an open door of communication is maintained.



TASTE THE ISLAND

MARKETING UPDATE

The Taste the Island marketing campaign kicks off on **Monday 19th August** and will run throughout September, October until 30th of November introducing Taste the Island to a mass audience. The role of the campaign is to establish awareness and understanding of what Taste the Island celebrates, and where and when it's all happening across the country. Be Part of It!

The media activity, targeting adults 25-44 in ROI and Northern Ireland, will showcase Ireland's world-class authentic food and drink culture and experiences, inspiring, informing and motivating consumers to explore Ireland and be part of the celebration this autumn.

High reach channels, such as TV, OOH and radio, will drive mass awareness and impactful reach with tactical and targeted regional media used to drive awareness of individual hero events in key areas, underpinning the brand delivery. The media plan will layer up to drive impact, reach and awareness, meeting our aim of driving consideration of a food inspired short break this autumn.

A bespoke Taste the Island hub within Discoverireland.ie will showcase all that Taste the Island has to offer for consumers to experience and enjoy across the country. The hub will have various features including date and interest search, enabling consumers to see what's happening locally or further afield.

KEY TIMELINES



April – June
 20 workshops
 Over 7 weeks
 Over 1100
 participants



Closing date for submissions was June 30th, a huge thank you to all those who submitted ideas and events. It has resulted in a really exciting and substantial programme for the campaign. You can still get your business listed on our website by logging onto www.failteireland.ie/tastetheisland



Media Launch
 We will have a media launch on August 15th



Marketing Campaign – the Taste the Island campaign will be launched on August 15th



Advertising will start on TV on August 19th
 Website goes live in August also!

TASTE THE ISLAND RUNS FROM SEPTEMBER 6TH TO NOVEMBER 30TH

WE ASK ALL THOSE TAKING PART IN TASTE THE ISLAND TO AGREE AND SIGN UP TO OUR CHARTER WHICH UPHOLDS THE PRINCIPLES OF TASTE THE ISLAND

AS A PARTICIPATING BUSINESS I COMMIT TO:



Promote and celebrate Taste the Island.



Strive to use produce from the island of Ireland.



Prioritise sourcing local food and drink.



Increase awareness of local provenance.



Embrace a seasonal mind-set.



Strive to deliver quality and value for money.



Strive to operate sustainably and manage waste responsibly.



Participate in the 'Taste the Island' visitor welcome programme.



Sign up to Taste the Island brand usage and digital promotions guidelines.



Deliver a new or dedicated event to celebrate Taste the Island under one/move of the following pillars

TASTE THE ISLAND DEVELOPMENT PROGRAMMES

As part of Taste the Island, we have engaged with industry from every county to highlight our incredible produce, from our creative and talented chefs to our legendary pubs and breweries, to our passionate food producers and many more - we are showcasing the very best of local, seasonal produce this autumn.

TASTE OF PLACE:

As part of this exciting and inspirational campaign we have developed a training programme that works with businesses to step up their offering around local and seasonal food and really draws out of our food credentials. This programme is called Taste of Place. It is a unique programme which gives your food and beverage business the opportunity to realise the hugely positive benefits that can be leveraged from a quality locally sourced food offering.

Getting a sense of local food, where and how it is produced and the cultural significance of that produce is key to engaging visitors in your food and beverage offering. We want to know how this food came about to be produced right here, why it's made in the way it is, what's so special or unique about it, what's your connection to it and why do we pair certain brews with local foods, what pairings can enhance and draw out the flavours of simple local dishes and how long this food tradition has been taking place. These are the questions that visitors yearn to have answered as part of any food experience and to really get a deep sense of place from the food and drink produced there. The Taste of Place programme will help your business answer these questions and provide this all-encompassing experience for any visitor. For more information e-mail: tastetheisland@failteireland.ie for the 'Taste of Place', Chef Network and Networks/ Clusters Support Programme Information.

CHEF NETWORK:

4 months ago Chef Network partnered with Fáilte Ireland to bring a new series of smart business tools designed to help business become more efficient without compromising on what matters most – the quality and integrity of your food. Here's your chance to view the whole series of smart business tools and see how you can apply them to your business. For more information contact tastetheisland@failteireland.ie

NETWORKS/CLUSTERS SUPPORT PROGRAMME:

We have 30 active food and drink based networks as part of the Taste the Island programme. Each network has been assessed as a collaborative working group by Fáilte Ireland. We are working to ensure there is ongoing support for each individual group so they can continuously develop their network collaborations and tourist experiences. We provide training to cover utilising online and social media, developing experiences for visitors, lengthening the tourist season, increasing bed nights and making experiences bookable and buyable online. If you are interested in finding out more about networks/cluster support please contact tastetheisland@failteireland.ie

PUBS PROGRAMME:

Ireland has over 8,000 pubs making them a key part of the Taste the Island campaign. While Irish pubs are world renowned for serving fantastic Irish brews, many are now also serving great Irish food. We are working with the VFI and LVA representative bodies to ensure that pubs have the option to offer simple Irish dishes as part of the Taste the Island campaign. Peer to peer training mornings on easy food assembly and menu creation will be taking place in September so register your pub now at tastetheisland@failteireland.ie

TOURISM NORTHERN IRELAND WILL BE ANNOUNCING DEVELOPMENT PROGRAMMES IN THE COMING WEEKS, KEEP AN EYE ON THEIR WEBSITE FOR DETAILS!

WE ARE ALSO IN THE PROCESS OF CREATING PROGRAMMES FOR THE AGRI-TOURISM SECTOR AND AROUND THE FESTIVAL AND EVENTS DEVELOPMENT AREA – MORE DETAILS WILL BE AVAILABLE ON WWW.FAILTEIRELAND.IE/TASTETHEISLAND.IE VERY SOON.