

Evening Seminar - Thursday 10<sup>th</sup> April

# Local Foods in Local Retailers

*This exciting seminar will look at the best in food innovation and hear from industry experts on how many of these ideas are influencing customers, and driving sales. This is a unique opportunity to hear from speakers who are regarded as pioneers within the food sector.*



## Seminar Content

The evening led by South Dublin County Enterprise Board, will comprise of an opportunity to meet some of The Dublin Food Chain's newest food producers, network with other members and be challenged by the speaker line up.

**17:30 - 18:00** Registration & Refreshments

**18:00 - 18:30** Networking & Producers Showcase

Trade buyers and stakeholders from the Retail and Foodservice sectors can network with each other and taste food from some of Dublin's newest producers. Dublin based producers wishing to showcase their products should contact Barbara on **087 9970 850** immediately. Tasting stands will be required.

**18:30 - 20:00** Seminar

Hear from the Dublin Food Chain's expert panel of speakers and participate in some challenging discussions on the latest in food innovation.

### AIB Speaker (TBC)

AIB Speaks about how they can support your business



### Darragh Flynn, The Happy Pear

Creating A Unique Story

The Happy Pear in Greystones has carved out a unique proposition for its consumers by focusing on a great food proposition, health and provenance. More recently this unique offer has been brought to a wider market through The Happy Pears range of pesto's and sprouted superfoods sold through third party retailers and foodservice operators. Darragh will provide an overview of this remarkable story.



### Eamon Howell, Trading Director

Musgrave Retail Partners Ireland  
Super Valu - Food Leadership Ambition

Eamon Howell will provide an overview of SuperValu's Food Leadership ambition with particular focus on satisfying the consumer's appetite for Inspiring Meal Solutions, True Local and Helping Consumers Find Health. Eamon will focus on SuperValu's genuine support of start-up and local food businesses, highlighting the Food Academy as a great platform to help local food businesses grow from a start up to a national brand.



### Donal Skehan, Food Blogger, TV Chef

Why Great Food Ideas Are Making A Difference

Donal Skehan's knowledge of the food world is unique and during this presentation, the audience will get an overview of food trends and how great food ideas are making a real difference in the market place.



**20:00 - 20:30** Networking & Producers Showcase

## who should attend?

*Retailers, foodservice operators and food producers will all benefit for this unique seminar as well as those interested in learning more about successful food ideas. This seminar is open to everybody working in the food, retail and foodservice sectors.*

## VENUE

**Finnstown Country House Hotel**  
Newcastle Road, Lucan, Co Dublin

## Registration

Places are limited at this seminar and early booking is essential.

There is a nominal €10 booking charge.

To book simply follow the link

**BOOK NOW**

What is the **DUBLIN FOOD CHAIN**

The Dublin Food Chain is marketing and networking forum which represents many of the outstanding food and drink producers, retailers, foodservice operators and distributors that are based throughout Dublin City and Council. Dublin Food Chain is an initiative jointly supported by the four Dublin City and County Enterprise Boards, The Irish Exporters Association, Bord Bia and AIB.



[www.dublinfoodchain.ie](http://www.dublinfoodchain.ie)

AIB is proud to sponsor the Dublin Food Chain.