



Údarás na Gaeltachta



Northern Periphery and
Arctic Programme
2014-2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund

Route To Market

JAMES BURKE

James Burke



Born in West Cork



Started in Retail With Supervalu



Moved to Dublin 1982



Retail Management in College of Marketing



Joined Superquinn in 1983



Completed MBA in Stirling University

James Burke

Roles in Superquinn

- Store Manager
- Business Manager
- Group Purchasing Manager
- Trading Manager Fresh
- Board Member

Lecturer in College of
Marketing, Smurfit and DIT

James Burke

International Experience

- AMS Advisory Board
- Foodservice Share Group
- Auchan Links
- ColesMyer Links

Member of Taste Council

Advisor to the TV series *Feargal Quinn's Retail Therapy*

Who We Work With



Context

- ▶ Not Everyone Here Will be Looking Seaweed As Primary Food
- ▶ Other Routes to Market
 - ▶ Amenity and Sports Turf Market
 - ▶ Animal Gut Health
 - ▶ Seaweed Supply to Large Food Manufacturers
 - ▶ Cosmetic Industry Supply
- ▶ We Can Apply Today's Learnings to All Sectors



Supports
Available

Digital School Of Food

- ▶ E-learning platform
- ▶ “First touch” Information
- ▶ 20 hours of Material
- ▶ Designed to be Done at Own Pace



Food Starter Programme

- ▶ A Programme Supported by Bord Bia and Local Enterprise Office
- ▶ Target – Pre Start Up to first 24 months
- ▶ 2 Separate Workshops
- ▶ Covers all the Key Food Start Up Topics
 - ▶ Researching Your Idea/ Feasibility
 - ▶ Understanding Your USP
 - ▶ Product Costings and Funding
 - ▶ Food Safety Signposting
 - ▶ Branding and Brand Building
 - ▶ Route To Market Planning



Food Academy

- ▶ A Programme Supported by Bord Bia and Local Enterprise Office. Programme Partnered With SuperValu
- ▶ Must Have Completed Food Starter
- ▶ 6 Workshops Over 4.5 Months
- ▶ Bespoke Mentoring
- ▶ 1:1 Mentor Panel Provided By SuperValu
- ▶ Start With Trail in Local Region if Product is Ready For Market
- ▶ Opportunity To Progress SuperValu Listing if Product Sells and Brand Building is Strong



Food Academy Programme Overview

- ▶ WS 1 Understanding FA, Running a Food Business and The Consumer
- ▶ WS 2 Product and Brand Positioning and Managing the Branding Process
- ▶ WS 3 Food Safety, Preparing for the SV Panel Pitch, Creating a Marketing Plan and SV Store Visit
- ▶ WS 4 Finance, Costing, Scaling Up and Readiness for Launch
- ▶ WS 5 Pitch to SV Panel and Next Steps
- ▶ WS 6 Growing Sales with SV (During Trial)

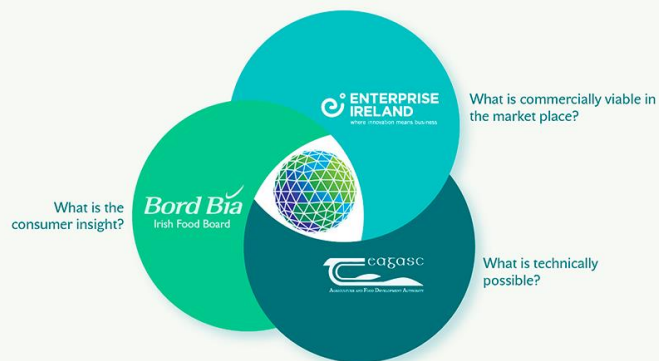
Producer Deliverables on Programme Completion

- ▶ Branding Complete
- ▶ Target Consumers Identified
- ▶ 3 Products Max Ready to Launch
- ▶ Product Costings Complete
- ▶ Distribution Solution in Place
- ▶ “Driving Sales” Plan Identified
- ▶ Marketing Plan Complete





SUPPORT FROM THREE STATE AGENCIES HELPS YOUR
NEW BUSINESS IDENTIFY...



Other Supports and Programmes



In the
Mind
of the Buyer

Getting
Into The
Mind of
The Buyer



Mind State 1:
Frustrated



Mind State 2:
Clocks out
but “Going
Through the
Motions”



Mind
State 3:
Fully
Engaged



In Nearly All
Cases The Buyer
Arrives With an
Open Mind



What Happens
Next Depends
on You!

The Buyers Reaction is Determined by Your Interaction & Credibility

- ▶ Your Knowledge
 - ▶ Of the buyer
 - ▶ Of their company
 - ▶ Of their consumers
 - ▶ Of the category
- ▶ Your Persona
- ▶ Your Presentation Skills
- ▶ Your Back up Material
- ▶ Your Ability to Question
- ▶ Your Ability to Listen
- ▶ Your Product Relevance

The Challenges Producers Face

- ▶ No Room For “Me Too” Products
- ▶ Space Already Full
- ▶ Category Reviews at Irregular Intervals
- ▶ No Tolerance for The “Uneducated”
- ▶ Category Champions
- ▶ Meeting Margin Requirements
- ▶ Supply Chain Challenges



Case Study 1



Case Study 3



Case Study 2



Case Study 4



The Essential Formula

We Know These Are Essential Tactics

- ▶ Scheduled Tastings Within a Budget
- ▶ Robust Digital Media Making Good Use of DIY Video With €€
- ▶ Generating Free PR
- ▶ Winning Awards
- ▶ Collaborating With Retailers
- ▶ Disrupting The Consumer



We Know These Are Essential Strategic Enablers



What problems does
your product solve?



Ooops –
Forget
Everything
We Just
Said



There is Only
One Enabler
– You!!

Are You Top of Your Game?



