

A Celebration of Ireland's Food & Drink





DEVELOPING THE FOOD OFFERING IN IRELAND

This Autumn, Fáilte Ireland will launch a new campaign which celebrates Ireland's food and drink, called Taste the Island. An all Island campaign, Taste the Island is showcasing the very best of Ireland's food and drink across all sectors, from restaurants to cafes, food trail and tours, farmers and fishermen, hotels and B&Bs, pubs and breweries. We have been shown to be global leaders when it comes to the quality of our produce and the sustainability around it, and Taste the Island is our opportunity to tell the world about it.

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 and beverage offering.

STATED BENEFITS FROM BUSINESSES THAT DELIVER HIGH QUALITY LOCAL FOOD OFFERINGS

- ▶ PR opportunities by telling your unique food story in local, regional and national media and internationally.
- ▶ Endless content for websites and social media platforms with seasonal food news and great imagery and video opportunities.
- ▶ Increased visitor satisfaction ratings for the entire business.
- ▶ Greater demand from visitors for seasonal signature dishes, rooted in the local region that are unique to the place.
- ▶ Increased spend by visitors on signature dishes and local beverages
- ▶ Reduced waste costs and increased awareness around sustainability



TASTE OF PLACE – WHAT'S INVOLVED

1



**SIGN UP TO
THE PROGRAMME**
Commit to the charter

2



PROGRAMME
Complete 2 day
Taste of Place programme

3



EVALUATION
Complete evaluation
survey

4



RECEIVE CERTIFICATE
Congratulations you are now a
Taste of Place verified business

TASTE OF PLACE CHARTER COMMITMENT

- ▶ 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 mindset.
- ▶ Strive to deliver quality and value for money.
- ▶ Strive to operate sustainably and minimise and manage waste responsibly.
- ▶ Include a signature Taste of Place menu item that is unique and varies by season to give customers a true sense of your locality.



TASTE OF PLACE – 2 DAY PROGRAMME OUTLINE

Internationally and at home, there is a growing trend which sees tourists seeking out locally sourced dishes and the stories behind them. This growing interest in experiencing local food presents an opportunity for businesses to create and deliver authentic food experiences that are reflective of place. This Taste of Place programme has been developed to assist catering teams to effectively enhance the food offering by focusing on seasonal, locally sourced and distinctive options for visitors.

WHO SHOULD ATTEND?

The chef/cook responsible for food preparation and presentation, menu development and food and drink ordering.

DAY 1 – 10.00am to 4.00pm

An introduction to how food motivates the tourist. Participants will discover the latest tourism trends and culinary concepts and learn about the business benefits of sourcing local. Food cost control and kitchen management guidelines will be delivered to assist operators in achieving increased profitability whilst offering enhanced value.

DAY 2 – 10.00am to 5.00pm

This practical day will see a variety of dishes demonstrated using the best local ingredients, ranging from lite bites, sandwiches, soups and salads to artisan sharing platters and desserts while also getting an opportunity to meet local food and drink producers.

