

# Food Academy Start

## Supporting the Growth of Ireland's Food and Drink Industry



**FOOD ACADEMY START**

FOOD KNOWLEDGE FOR GROWTH

**Bord Bia**  
Irish Food Board

**Oifig Fiontair Áitiúil**  
Local Enterprise Office

**SuperValu**  
Real Food. Real People



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[www.bordbiavantage.ie/food-academy](http://www.bordbiavantage.ie/food-academy)

[www.supervalu.ie/real-people/food-academy-programme](http://www.supervalu.ie/real-people/food-academy-programme)

[www.localenterprise.ie/Find-Your-Local-Enterprise-Office](http://www.localenterprise.ie/Find-Your-Local-Enterprise-Office)

# WHAT IS FOOD ACADEMY START?

Food Academy Start was developed by Bord Bia, SuperValu and the Local Enterprise Offices in 2013 to provide a standardized programme of supports tailored to new and early-stage food businesses throughout the country. Food Academy Start is delivered through workshop style training designed to guide companies from start-up to their first retail sales.

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Irish Food Board

**Difig Fiontair Áitiúil**  
Local Enterprise Office

**SuperValu**  
Real Food, Real People

## WHY PARTICIPATE?

- Understand your market and your consumer
- Develop your brand's unique selling proposition
- Understand the basics of pricing, margins and promotions
- Learn the essentials of food safety, packaging and labelling
- Prepare your marketing plan and retailer pitch
- Opportunity for successful companies to pitch to SuperValu for trial in local stores

## FURTHER INFORMATION AND HOW TO APPLY

The Food Academy Start programme is run throughout the country by the Local Enterprise Offices.

Timings and participation fees are established at local level so to find out more and express your interest please contact your nearest office.

You can locate your nearest LEO through their website: [www.localenterprise.ie/Find-Your-Local-Enterprise-Office](http://www.localenterprise.ie/Find-Your-Local-Enterprise-Office)

## WHAT PREVIOUS FOOD ACADEMY START PARTICIPANTS HAVE SAID



**DARRAGH FLYNN,**  
**THE HAPPY PEAR,**  
CO. WICKLOW

"Food Academy helped us to focus on developing a pricing framework so we could supply SuperValu and get our products out to a much wider audience."



**SIOBHÁN**  
**MCMAHON,**  
**BREHON**  
**BREWHOUSE,**  
CO. MONAGHAN

"Food Academy Start gave us the essential support to transform our business into a successful national brand. It does exactly what it says on the tin – gives small businesses a big chance."



**HELENA HICKEY,**  
**SKEAGHANORE**  
**DUCK,**  
CO. CORK

"Food Academy helped us to think outside the box, giving us a better understanding of the retail market, our customer needs and how we need to promote our products. We are now far better prepared to supply SuperValu and optimistic about driving our business forward as a result."



**SIOBHÁN JOYCE,**  
**BOWL-A-GRANOLA,**  
CO. GALWAY

"Food Academy provided the opportunity to grow the business faster than would otherwise have been possible. This in turn brought economies of scale and ultimately made Bowl-a-Granola a far more efficient enterprise."