

- PRESS RELEASE -

## THE TASTE OF SUCCESS

### High Profile Seminar for Local Food Businesses

Local speciality food producers are getting the chance to learn from Ireland's most successful food industry executives in an upcoming seminar in June. The 315 Foods Accel Project is made of a group of over 40 SME's operating in the counties of Donegal, Leitrim, Sligo and Cavan. 315 Foods is holding a major seminar in the Slieve Russell Hotel on 13th June aimed at providing local food producers with effective growth and marketing strategies for their businesses, with a focus on the local and national markets. The keynote speaker is Michael Carey, Chairman of Jacobs Fruitfield and winner of the 2005 Ernst & Young Industry Entrepreneur of the Year, and he will be joined by Peter Ward, Ireland's leading artisan food producer.

The small and artisan-food sector in the North West is growing but there is huge untapped potential. The 315 Foods initiative is supported by the local Enterprise Boards in Sligo, Cavan, Donegal and Leitrim. 315 Foods was developed to promote the growth, innovation and sharing of best practice among these local speciality producers, in order to help them capitalise on the growing demand for high quality foods. The Slieve Russell seminar is the latest in a series of events organised by 315 Foods Accel Project, in addition to a range of subsidised training programmes for food producers.

Michael Carey will be advising local food producers on how to effectively market their products and grow their businesses in the local and national market. Michael heads Jacobs Fruitfield as well as being president of the Irish Institute of Marketing and a director of the Consumer Foods Board of Bord Bia. He was recently presented with the Food Industry Entrepreneur of the Year Award by the Irish Food Board (Bord Bia) for his work at Jacobs and he appeared on RTE television with John O'Shea of Goal as part of a challenge to market foods from sub-Saharan Africa.

Peter Ward is one of Ireland's most respected artisan food producers, generating a national reputation for his Country Choice delicatessen. He is currently chair of Bord Bia's Taste Council, the national body set up to promote the speciality food sector at home and in the export market. Peter will outline his experiences in creating and growing a small food business and provide insights into how he sees the sector developing in the next 5 to 10 years.

"We're delighted that Michael Carey has agreed to be keynote speaker for our seminar" said Stephen Hennessy, Promoter of the 315 Foods Accel Project. "He's one of Ireland's most successful businessmen and his knowledge of the food sector is unmatched. Together with Peter Ward, who has been outstanding in his achievements in the development and growth of high end artisan quality food produce, we believe the event will provide real value to small food businesses in the North West"

**To book your place for the June 13<sup>th</sup> seminar**, which will be followed by a complimentary lunch, please contact Anmarie Doherty, event manager, on 086 604 1910 or email [315Foods@dohertywhite.com](mailto:315Foods@dohertywhite.com). This project, is funded by Skillnets Services Ltd. under the ACCEL Programme. The 315 Foods Accel Project is funded by member companies, the European Social Fund and the National Development Plan.

#### Ends.

For further press information contact Anmarie Doherty at DohertyWhite:  
Mobile +353 86 6041910 or email [anmarie.doherty@dohertywhite.com](mailto:anmarie.doherty@dohertywhite.com)

Accel is an initiative of the Department of Enterprise, Trade & Employment and is managed by Skillnets SERVICES Ltd.