

SuperValu First with Irish Roosters

SCOTT Nolan, aged 10, from Celbridge and Lucy Maddy, aged seven, from Swords, are pictured with the first of this season's Irish Rooster potatoes, which were delivered to SuperValu and are on sale throughout Ireland in all 189 SuperValu stores nationwide. Potatoes are by far the most popular main meal staple in Ireland, with Irish consumers spending as much as €162m on potatoes annually, far more than any of our European counterparts. SuperValu saw total potatoes sales grow by 2.6% in 2007, with projected sales for 2008 estimated at around €40m. Rooster sales alone will amount to a whopping 6,000,000 kilos and are one of the few Irish potato varieties that are continuing to grow sales.



Appointment at Musgrave Group

THE Board of Directors of Musgrave Group has announced today that Sharon Buckley, previously Trading Director with Musgrave Retail Partners Ireland, has been appointed to the role of Group Commercial Director. She will be responsible for developing the Group's commercial strategy and, in particular, developing long term relationships with suppliers to ensure the delivery of the best value, range, availability and quality of product and service to consumers through the Group's retail partners in Ireland, the UK and Spain.



HB Magnum's Hottest Ever On-Pack Promotion

MAGNUM from HB Ice Cream is offering consumers the chance to win a VIP getaway to a range of exotic destinations favoured by Eva Longoria, as part of their hottest ever on-pack promotion. When consumers indulge in a Magnum ice cream, they will discover an exclusive style code and simply text to win a VIP getaway to the luxurious locations of St. Tropez, Monaco, Venice or Paris. The VIP packages will include business flights, VIP transfer, three nights in four-star accommodation, champagne on arrival and over €250 spending money.



Lucozade Sport Invests in Sporting Excellence

LUCOZADE Sport is to invest Stg £100,000 in a new partnership with University of Ulster High Performance Centre at Jordanstown. Focusing on support for elite athletes and development of sport in Northern Ireland, the three-year deal will see Lucozade Sport become the University's sports nutrition and performance partner. The agreement includes the Lucozade Sport Educational Programme, college clubs' support and use of facilities for Lucozade Sport sponsored teams. Pictured at the announcement are Ulster sporting legends, Oisín McConville, Simon Best and Rory Best.



Oliver Carty Wins Gold

LESS than a year after Oliver Carty, the Athlone-based company, launched its branded Premium Range of Oliver Carty Organic, Free Range and Traditional bacon products, the company has been awarded a three star gold award by the Guild of Fine Foods - Great Taste Awards, the acknowledged benchmark for speciality food and drink companies. Oliver Carty has been awarded a three star gold, the highest award possible, for its Organic Dry Cured Loin of Bacon with a Crunchy Citrus Pepper Topping.



MACE Safe to School Art Competition

PICTURED are Michael Rowland from the RSA, Colin Fee and Brian O'Toole of MACE, Minister Dermot Ahern TD, and teacher Martina Rafferty with her 4th class students. Primary schools in 25 counties throughout Ireland were visited by the MACE Safe to School Team to unveil the county winners of the Cycle Safely to School Art Competition. The overall national award went to nine-year-old Morgan McLoughlin from S.N. na nGael in Bay Estate, Dundalk, Co. Louth, whose whole class attended a special ceremony in Croke Park for the presentation. Morgan's winning poster was selected from more than 8,000 entries received from 389 primary schools across the country.



Murphy's Win Top Award

MURPHY'S has been awarded one of the world's most prestigious product quality awards, the Monde Selection Gold Award 2008, which recognises and rewards producers' efforts in preserving and maintaining the highest level of quality for their products. As part of the award win, Murphy's will now be able to use and highlight the Monde Selection Gold Award 2008 image on its promotional materials, highlighting and reinforcing the brand's quality credentials to consumers. The award win will feature prominently in Murphy's new outdoor advertising 'Medals' creative.



Costcutter Opens in Cullies

PICTURED at the opening of the brand new Costcutter store in Cullies, Co. Cavan, are (l-r): Jim McGahon, store owners Jim and Antoinette Burke, and Mark McCumiskey, Account Manager, Barry Group. Jim Burke officially opened the doors of his brand new Costcutter store, with Ireland's champion culchie Pdraig Clinton and Cavan Rose Mairead Ling, on hand to cut the ribbon. The 2,400 square foot Costcutter store is of a standard to compete with any convenience store in the country and also houses an extensive seating/dining area. The store caters for all needs, with fresh fruit and vegetables, a coffee dock and an off licence, as well as a serviced forecourt.

Nestlé Bubbling Over for New Promotion

NESTLÉ are offering the public the chance to win up to €5,000 every day in September plus €20,000 in a Grande Finale on

September 30, with the Aero 'Winabubble' promotion in association with RTE 2fm.

Pictured at the launch are Philip Dalton of Nestlé Ireland with 2fm's Jenny Greene and the Aero Hunk.



Ireland's First Organic Supermarket

THE Organic Supermarket recently opened its doors on Main Street, Blackrock, County Dublin. The store is an Irish-owned, independent purveyor of fine organic food and wine. It is the first, dedicated organic, licensed supermarket in Ireland and is certificated by The Organic Trust.

Its launch is a clear reflection of changing consumer attitudes away from chemically enhanced foods and a drive back to more traditional, nutritious, seasonal food. The Organic Supermarket will serve this under-supplied, high demand sector by bringing value to the Irish consumer in organic produce.



Ireland's Biggest Coffee Morning

IRELAND'S Biggest Coffee Morning with Bewley's, in aid of Hospice, takes place on September 18. Now in its fifteenth year, the all-island event is targeting €2.5m in fundraising for local hospice care services. Anyone at home or work can host a coffee morning and Bewley's will provide the fresh ground coffee free of charge. All money raised locally goes directly to local Hospice care services across the country. Getting ready for the launch at Bewley's Café on Grafton Street in Dublin are (l-r): Caroline Morahan, Patrick Bewley and Pippa O'Connor.



Glenbrody Gourmet Sausages at Fresh

THE 'Fresh - the Good Food Market' chain of supermarkets are the first supermarket group in Ireland to stock the Glenbrody range of gourmet sausages. To coincide with this announcement, chef Kevin Dundon, the culinary mastermind behind Glenbrody Gourmet Sausages, made a surprise appearance at the Grand Canal supermarket, treating store visitors with samples of the new product range, giving them a specially commissioned recipe card. The range of gourmet sausages are prepared to a recipe devised by Dundon and are manufactured in Dublin. Flavours in the range include, 'Leek and Black Pepper', 'Irish Stout and Caramelized Onion', 'Sun Blushed Tomato' and 'Irish Whiskey and Apple'. Pictured are David Field, Head of Marketing and Sales with Fresh - The Good Food Market, and celebrity chef Kevin Dundon.



Powerade Team On the Ball

POWERADE'S 'Never Give Up' Team for 2008, Munterconnaught, have progressed to the Quarter Finals of the Cavan Junior Football Championship. Recently, Powerade organised a pep-talk by two giants of Irish Sport - the former Dublin Football manager, Paul 'Pillar' Caffrey and Paul O'Connell, the Munster and Ireland lock forward. Over the course of an hour, the sporting icons talked to the Cavan team on various sporting topics regarding mental and physical preparation for big matches. Pictured is Club Treasurer, Aisling Matthews presenting both Paul and Pillar with Munterconnaught jerseys at the event.

Appointments at Glanbia

GLANBIA has announced the appointment of Ross Maxwell as Customer Marketing Manager and Lisa Stewart as Category Support Executive for Glanbia Consumer Foods in Northern Ireland. Ross' responsibilities will include both sales and marketing and the development of Glanbia's consumer foods business within NI, while Lisa Stewart has significant experience within the food and dairy sectors across Ireland and will further support the development of the Yoplait, Avonmore, WeightWatchers and Kilmeaden Brands within Northern Ireland.

