

LEADING IRISH BRANDS COME TOGETHER TO LAUNCH 'LOVE IRISH FOOD'

- Biggest campaign of its kind ever undertaken by Irish food and drink industry
- 86% of Irish consumers acknowledge 'buying Irish' can assist economic recovery
- Introduction of new Love Irish Food symbol to help identify Irish brands

Monday, 31st August 2009: Over 25 of Ireland's leading food and drink brands today announced the formation of a new independent organization called Love Irish Food, established to promote Irish manufactured food and drink brands to consumers, in a bid to help safeguard the future of Ireland's largest indigenous industry. Leading economist Jim Power was unveiled today as the Chairman of the organisation.

The participating brands range from some of the largest indigenously-produced FMCG brands to smaller artisan producers. Member brands include Barry's Tea, Tayto, Ballygowan, Batchelors, Avonmore, Cadbury, Goodfella's, Cully and Sully, Flahavans and Follain (a full list of brands is enclosed in notes to editor section).

Many consumers are confused as to what constitutes an Irish brand and there is considerable support for a new logo to assist in identifying Irish products. According to a recent study* conducted by Love Irish Food, 84% of respondents agreed there is a strong need for a symbol that clearly indicates which brands are Irish and which are not. This research led to the development of a distinctive Love Irish Food logo, unveiled today, which will serve this purpose.

Recent Bord Bia research** indicates that consumers expect an Irish food brand to be manufactured in Ireland using Irish ingredients where available.

These consumer demands are reflective of the Love Irish Food membership criteria which under-pin the Irish credentials of participating members. The logo provides a positive sign post and an absolute assurance to consumers that the brand carrying this symbol is above all else, a truly Irish brand with the hallmarks of quality, heritage and values synonymous with trusted Irish brands.

Love Irish Food will undertake a large scale multi-million euro public information campaign beginning in September under the theme '*One More Makes all the Difference*' to drive recognition of this symbol and subsequently to achieve a change in consumer thinking and buying patterns. This is the largest campaign of its kind ever undertaken by the food and drinks industry and will involve the development of a Love Irish Food website, www.loveirishfood.ie, a dedicated PR campaign and heavyweight advertising / marketing support around the new brand. To drive awareness right through to retail level, Love Irish Food will host a 3 week nationwide retail promotion from 27th September to 17th October with great value promotions on all member brands. In addition, many participating brands will also use Love Irish Food logo on their packaging.

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According to the Love Irish Food research, the importance of buying Irish is well recognised by consumers with 86% stating they agree or strongly agree that buying Irish products will help the Irish economy recover by protecting Irish jobs. 72% of those surveyed in the 'Loyalty to Irish Brands' study by Bord Bia buy or tend to buy what they know or consider to be Irish brands.

Commenting at the launch of Love Irish Food, Jim Power, Chairman of the organisation, stated; "A considerable body of research shows that Irish consumers have a strong sense of pride in Irish brands. Our research demonstrates that consumers have a strong desire to support Irish brands and recognise the impact that this support can have. The aim of the Love Irish Food initiative is to harness this commitment to ultimately create a sustainable environment and future for food and drink manufacturing in Ireland".

"The food and drinks industry plays a key role in the Irish economy and I believe that it will have a central role to play in its medium-term recovery. It is Ireland's largest indigenous industry, and is responsible for the direct and indirect employment of over 230,000 workers and must be given as much support as possible. Love Irish Food looks forward to playing its part in helping to safeguard the future of this vital industry", concluded Mr. Power.

Further information on the Love Irish Food initiative can be found at www.loveirishfood.ie.

**Love Irish Food Empathy Research (July – August 2009)*

***Bord Bia 'Retaining Loyalty to Irish Brands' Research (May 2009)*

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Notes to Editor:

About Love Irish Food

Love Irish Food is a privately funded independent organisation established to promote Irish food and drink brand to consumers. Membership of the organisation is based on strict criteria stating that participating food and drinks brands must be manufactured here in the Republic of Ireland. The organisation is governed by a steering committee comprising a number of members and a Chairman, namely Jim Power.

Member Brands

- Avonmore
- Yoplait
- Kilmeaden
- Premier
- Ballygowan
- Miwadi
- Club Orange

- Cadbury Dairy Milk
- Cadbury Twirl
- Cadbury Flake
- Cadbury TimeOut
- Flahavans
- Barry's Tea
- Goodfellas
- Batchelors
- Squeez
- Tayto
- Petits Filous
- YOP
- CMP
- Snowcream
- Glenisk
- Odlums Flour and Baking Products
- Cully & Sully
- Follain
- Shellfish de la Mer
- Long Life Plants
- Mileevan Fine Foods
- Ballymaloe Country Relish
- Celtic Chocolates
- The Real Irish Food Company