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Retail News

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Irish Quality Food & Drink Awards

Irish Quality Food & Drink Awards Open for Entries

The Irish Quality Food and Drink Awards have just launched their biggest ever 2019 awards campaign.

ENTRY into the prestigious Irish Quality Food and Drink Awards (IFQAs) is now open. Since their launch eight years ago, the Awards have been responsible for launching hundreds of innovative new products onto the market and boosting the sales of many more.

Retailers, wholesalers, foodservice, own label and branded producers are now invited to enter food and drink products into a broad range of categories; from Bakery, Breakfast Products and Beer and Cider right through to Snacks and Sparkling Wine, to have a chance of success in the 2019 Awards.

New Categories Announced

This year's campaign promises to be bigger and better than ever before. There will be an increase in the number



of categories to recognise the growing importance of plant-based nutrition, for example, and also in the number of Awards in order to celebrate, amongst others, those producers and retailers who are doing the most to reduce packaging waste and those who are reaching out to help their local communities.

An integral part of the Awards from

the beginning is that each entry (which is judged by a panel of food industry specialists) receives constructive, meaningful feedback, even if the entered product does not end up winning. Another new addition to the Irish Quality Food and Drink Awards this year means that every finalist will now receive a comprehensive report from Vypr, the Awards' consumer research partner.



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Irish Quality Food & Drink Awards



Meere's Pork Products were the proud winners of the Overall Gold Q Award. Pictured are (l-r): Paul Tye, Graphic Packaging; Barry Rees and Orlaigh Meere, Meere's Pork Products; and event MC Eoghan McDermott.



For the first time in 2019, every finalist will now receive a comprehensive report from Vypr, the Irish Quality Food and Drink Awards' consumer research partner.

There is also a lower small producer entry fee, which is applicable for companies with fewer than 10 staff and annual sales under €2m, which mean burgeoning start-ups can also feel the benefits of a big win.

Helping to Grow Your Brand

Patrick Meere from Meere's Pork Products in Co Clare summarises his experience of the Irish Quality Food Awards, since he and his wife Orlaigh started entering in 2015: "Our business has really been transformed by the success we have had in the Irish Quality Food and Drink Awards. If your product wins or not, the feedback from the judges helps you improve your products and make changes for the better. Our award-winning black and white pudding (which won the Best Small Producer Award in 2017) and gourmet sausage rolls (which took the overall Q Gold Award in 2018) have become the flagship products of our business. The Awards have helped our own brand grow by around 30% and with more wholesalers wanting to carry our products, this is going to grow even more over the next 12 months."

"Winning the Dunnes Stores Simply Better 'Small Producer Of The Year', which also meant a listing in-store, has been really exciting and challenging for us as a company. Our Simply Better black and white square puddings were launched in Dunnes in October 2018. The sales have been excellent and both products are available in 53 stores so far and we are working on more."

For further information about the Irish Quality Food Awards and how to enter the 2019 Awards, please visit irish.qualityfoodawards.com



The Irish Quality Food and Drink Awards 2018 award winners.