

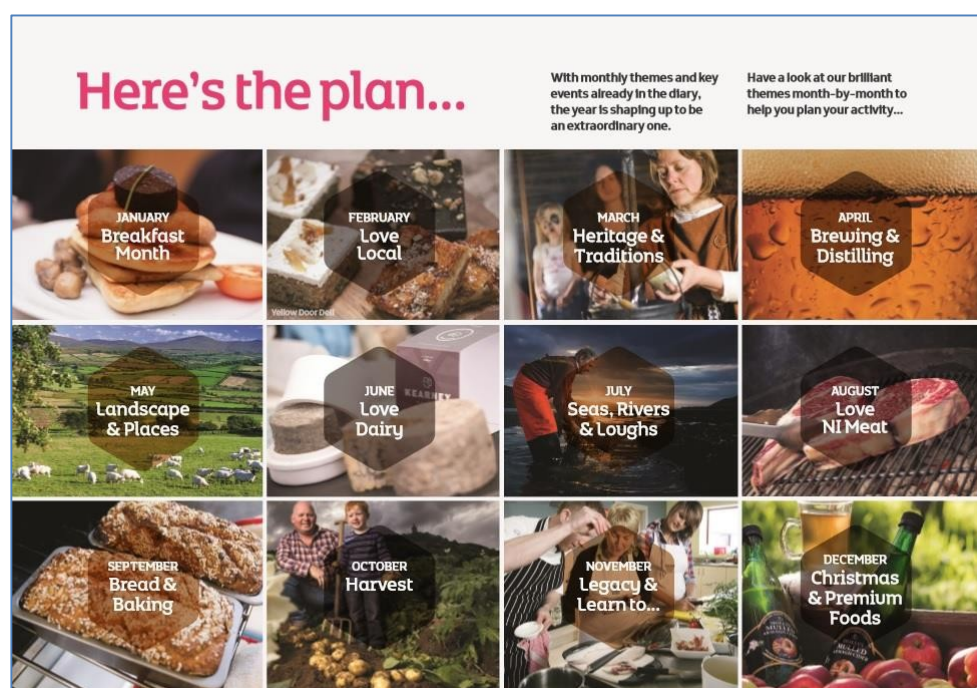


Food NI are proud to be both the founder and driver behind 2016 Year of Food and Drink together with Tourism NI. Working to celebrate individual food categories with monthly themes, we work with Tourism NI to create events and opportunities to help support and promote Northern Irish food and drink. There will be loads happening to promote our great food and drink both throughout Northern Ireland as well as further afield. Here are some benefits of becoming a member of Food NI:

- Food NI membership has a proven track record and world award winning status as a reputable organisation that raises awareness of local food and drink from Northern Ireland.
- Inclusion in the Food NI Producers 2016 Guide (Edition 1 was printed in Autumn 2015, so far 10,000 guides have been printed and currently being distributed. Edition 2 is planned for Autumn 2016). These are distributed to specific food and drink journalists, buyers, restaurants, hotels and bars, placed in airports, tourist information centers and taken to all the events we attend for the general public. Our guides give consumers an opportunity to source local produce and see exactly what local foods Northern Ireland producers have to offer. We have also created and printed our first edition of our Drinks Guide; which has proven very popular among many food and drink writers and visitors in Northern Ireland.
- Our food writer Barbara Collins will contact you to write your page in the Producers Guide and entry on our website.
- A full member page on our interactive mobile friendly website drives customers directly to your website and social media with the ability to contact directly from their mobile.
- All your news and success stories will be shared on our website. All news will also be shared across our Twitter and Facebook platforms, which combined have a reach of over 15,000 people, and this is growing daily. Key food writers, journalists, chefs and foodies follow us on Twitter. Our YouTube channel is also becoming increasingly popular with our members. With approx. 230 subscribers, and growing daily, the channel is a great way to share content such as recipes, tours and brand history. As well as all of the above we have a newsletter which we circulate to members every 2 weeks which highlights past event successes, new staff, key information on upcoming events for the Year of Food and Drink 2016 and any other relevant information for our members.

- We have excellent networking partnerships e.g. Tourism NI, DARD, Invest NI, Multiple and Independent retailers, hospitality sector, Guild of Fine Food Writers UK and Ireland and Award bodies who also help support our members in different ways. We can help you make the right connections to progress your business.
- **This year offers the opportunity to be brave, be proud and celebrate all that is special about Northern Ireland's Food and Drink!**
- We support and organise events to help promote Northern Ireland food and drink. The jewel in the crown being the Food Pavilion at the Balmoral Show; where in 2016, 30 Taste of Ulster member chefs hosted cookery demos to promote local food served in their restaurants and our producer members. We are also involved in managing a range of other events across Northern Ireland e.g. The Comber Potato Festival celebrating PGI status of the humble Comber Early Potato, NI Potato Festival, Flavours of the Foyle, LegenDerry Food Festival, Richhill Apple Festival, Bank of Ireland Open Farm Weekend, Farmhouse Breakfast Week Industry Breakfast Event, Dalriada Festival, Killyleagh Chocolate Festival, BBC Good Food Show, Tesco Taste Northern Ireland amongst many others!

This is the **calendar of themes** for 2016 Year of Food and Drink.





- Your membership entitles you to inserts in the guide, unlimited support in any way we can help you promote your products as a producer, promotion of your achievements and awards through our social media sites and also the opportunity to attend and take part in food festivals across Northern Ireland to showcase your local products.
- You will receive emails about events, workshops, press opportunities, World Host training, FSA consultations, awards and anything which may be of interest to our members. Through their membership with Food NI, our members have showcased their products in The House of Commons, Frankfurt, London and all over Ireland.
- We have also successfully opened two new local produce shops across Northern Ireland at Belfast International Airport and City of Derry Airport; providing our producer members the opportunity to sell and showcase their products to individuals travelling to and from locations all around the world. We also hope to open a local produce shop in George Best Belfast City Airport.
- We also help to make new and meaningful contacts, and also offer help and advice on a range of topics.
- There is also an opportunity for you as a member to showcase the Year of Food and Drink logos on your brochures, leaflets and websites to show your support for this fantastic year, as well as throwing your own event as part of the celebration and working with other local producers in your own area but also across Northern Ireland to help in the building of historical food trails and creating a long lasting legacy.

Membership starts from as little as £200+ VAT and increases depending on your annual turnover.

Please feel free to email us if you have any questions at all. We look forward to hearing from you.

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