



Northern
Ireland

Year of Food
& Drink 2016
Our Food, So Good

We
Enjoy

We
Breed

We
Craft

We
Grow

We
Cook

We
Catch

Be part of it now
Sponsorship Opportunities

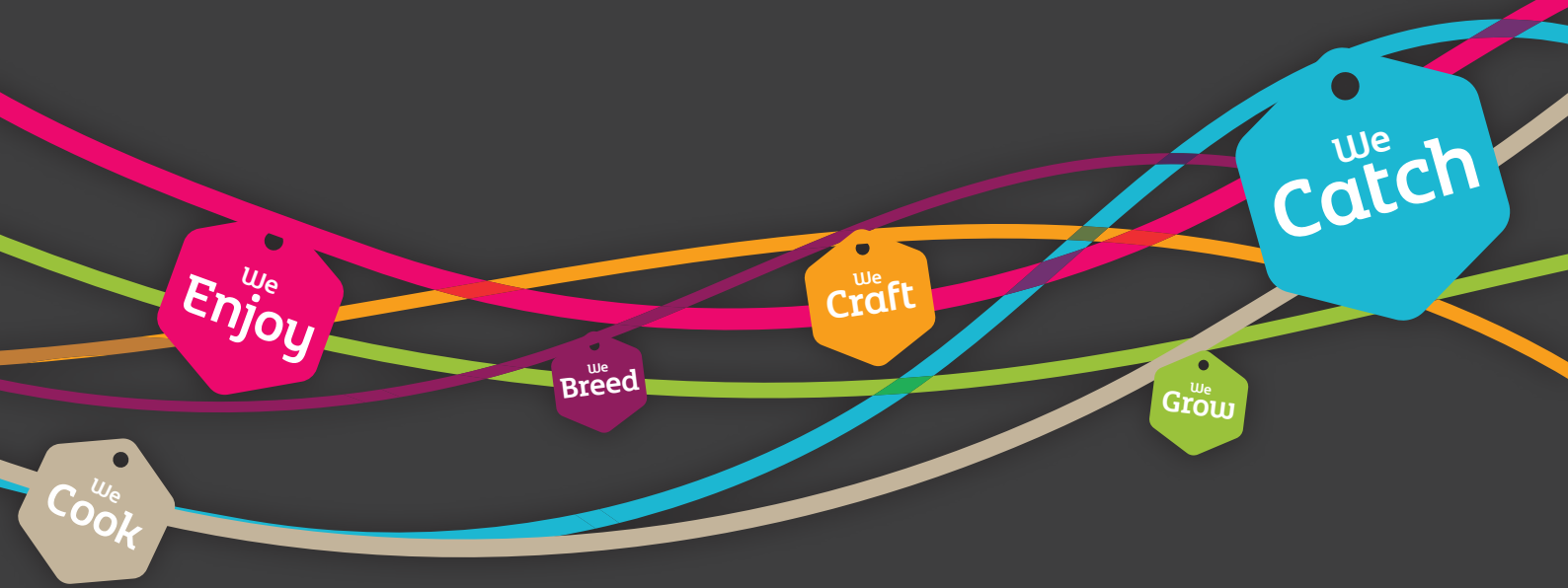
Our food.
So good.
Taste of Ulster



A close-up photograph of a woven basket filled with fresh vegetables. Several large, orange carrots with dark green leafy tops are visible. A bunch of green onions with long, thin stalks is also in the basket. The basket is made of dark, woven material. The background is a soft, out-of-focus green.

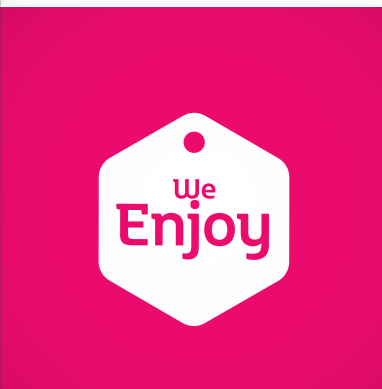
Welcome to Year of
Food and Drink 2016

366
days of delicious
celebration



Year of Food and Drink 2016 is a fantastic opportunity for Northern Ireland companies to connect with consumers who are curious about our emerging food stories, outstanding events and culinary experiences. Visitors and locals alike want to know more about our award winning food and drink. We hope this sponsorship guide will help you to promote your message locally, nationally and internationally in this yearlong opportunity.







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Your customised opportunity.

Northern Ireland – Destination Delicious

Great things are happening in our local food and drink sector.
We're already a global player.

Our food and drink industry has always been a pillar of our local economy and one third of visitor spend, and in recent years it is getting the profile and recognition it deserves. From sweeping the boards at the Great Taste Awards, through to winning world awards, the foundations are in place for the Year of Food and Drink..... and there's more good news to come.

As well as excellent produce such as meat, dairy and breads we're experiencing a spectacular explosion of artisan food and drink and it's earning us an international reputation. With companies like Shortcross Gin scooping a silver medal at the San Francisco world spirits competition and local produce lining the larders of top British chefs, Northern Ireland is earning unprecedented interest from top food writers and opinion forming journalists.

Our chefs are doing us proud with Ox listed as one of the top 6 restaurants in Western Europe to visit to eat, James Street South winning best in NI in the Waitrose Good Food and the Georgina Campbell Guide and Harry's Shack featuring in the Financial Times 'Where to spend it' column.

Consumers at home, nationally and internationally are fascinated to find out about these exciting changes and Year of Food and Drink 2016 is your opportunity to get your message out to an interested and engaged audience.



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Let the numbers do the talking!

Don't just take our word for it. Check out these Food and Drink stats.



Two of our members, Ox and Deane's EIPIC recently received a Michelin Star from the Michelin Guide UK. An outstanding achievement, not just for them, but for Belfast and Northern Ireland.



The Boathouse, Catalina at Lough Erne and Deanes have all been awarded three AA Rosettes.



34 of our members scooped up a number of gold stars at this year's prestigious Great Taste Awards.



7 Years ago, the food pavilion at Balmoral Show only had 6 exhibitors, compared to 96 exhibitors and 43 chefs this year. Approximately 50% of the producers have started up in the last 5 years.



According to the latest manufacturing sales and exports survey, food and drink companies in Northern Ireland sold £9.6bn worth of produce in 2013/14 – an increase of 47% since 2008/09, underlining the significant growth of the sector.



Harrys Shack won Best newcomer in food and drink 2015 in the Observer Food Awards.

Derry/Londonderry has been awarded runner up in Foodie Town Ireland, beating off Dublin, Kinsale and West Cork.



Local opportunities with these delectable themes

2016 is going to be a stellar year in Northern Ireland. For 366 days we'll be showcasing and developing the best of our food and drink, the people and the passion that goes into rearing, making, cooking and seasoning it

There are plenty of opportunities throughout the year to reach consumers and each month has been given a foodie theme.





Each month provides an opportunity to be involved as a sponsor of local events, competitions and promotions.

Nationally we are inviting top chefs to be aligned with each month

Internationally we are running competitions in partnership with tourism



Vision for the year

A yearlong celebration of all that is good to raise Northern Ireland's reputation for good food.

Focused on promoting food and tourism in Northern Ireland and on reinforcing the reputation and growth in external markets.

Boost Northern Ireland's reputation at home and abroad.

Inspire trade growth and visitor spend.

Food exports to stimulate not just the taste buds but the wanderlust of travellers.





Key Features

National and international campaigns promoting the best of NI food.

Local campaigns promoting monthly themes.

Monthly festivals in different locations across NI.

A range of independent events that bring together producers, consumers, chefs and restaurants in unique and imaginable ways.

Awards

Celebrity chef engagement

Education programmes linking schools with the food industry.

The legacy

To establish Northern Ireland as a region with passion, excellence, sustainability, heritage, imagination and creativity.

A close-up photograph of a wooden cutting board. On the board are several slices of medium-rare steak, showing a pink interior and browned exterior. There are also green onions, some whole and some sliced, and two large, dark, roasted mushrooms. A small sprig of thyme is scattered among the ingredients. The text "Join the Feast" is overlaid in a large, white, sans-serif font with a slight shadow effect.

Join the Feast

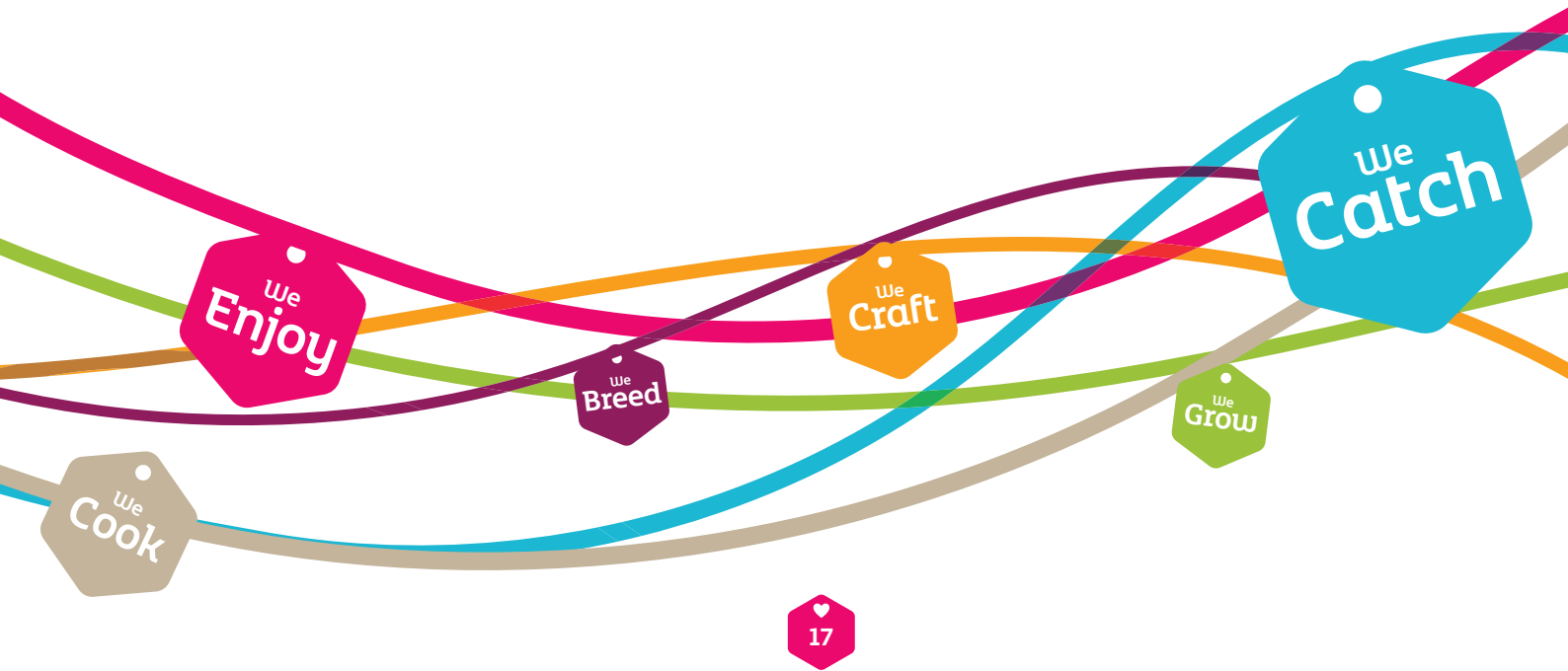
How your businesses can become involved?

Don't miss out on what's promising to be a brilliant year.
Here are some simple and inspiring ways to get involved.

Sponsor
an event or an award

**Become a media
partner**

It's easy to get involved and show your support for the year!



Foodie Partners

Food NI is passionate about enhancing the reputation of food and drink from Northern Ireland.

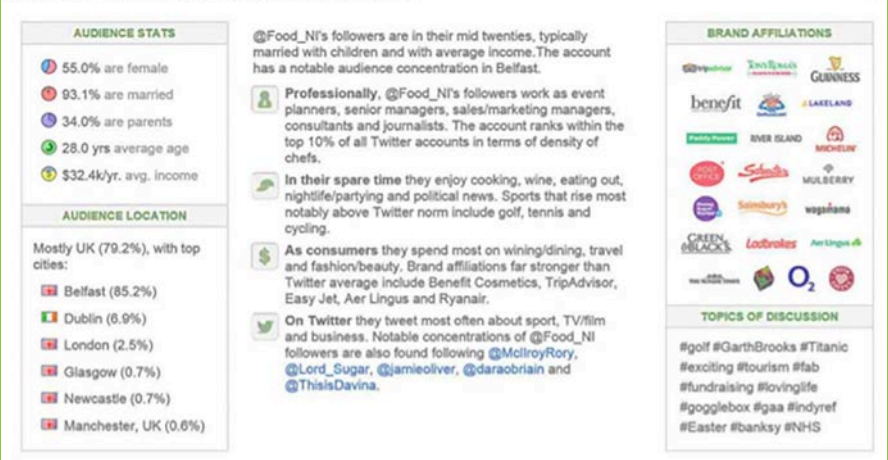
Over
350
members



Grown from only 6 founder members in 2007, including farmers, producers, processors, retailers, cafes, restaurants, hotels and groups

Including journalists, industry representatives, government and retailers

Audience Profile of @Food_NI Twitter followers



OVER
2,000
Facebook likes

Over 7,000 individual website hits each month, on www.nigoodfood.com - the first place to go, to find a list of over 350 quality businesses (Food NI members), food events and opportunities, recent news and awards and recipes.

50,000 printed publications in 2014/2015.

Distributed to Tourism Information Centres ... where else? Won **Best in the World Award** for **Taste of Ulster Guide**. Projected 60,000 Guides to be printed and distributed in 2016.

Working closely with Over 30 organisations

Including Tourism NI, Armagh, Banbridge and Craigavon Council, Belfast City Council, Derry City Council, other councils, DARD, Visit Belfast...

Positively influenced the industry at 50 conferences (NITB Workshops etc., House of Commons, China World Book Awards, Council Forums etc.)

Involved in over 40 Events in 2014/2015

Including Balmoral Show Food Pavilion, Dalriada Festival, Taste of Ulster TV Industry Launch Event, NIFDA Awards, Flavours of the Foyle...

Awards

NIFDA AWARDS
Best Event/Initiative for Promoting Quality Local Food and Drink, Sponsored by DARD
Food NI, NI Food Pavilion at Balmoral Show 2014.

WINNER of the Northern Ireland Food and Drinks Awards 2015.

Gourmand World Cook Book Awards 2015 - “**Best Free Brochure from a digital institution for the Taste of Ulster Guide**”.

For a while now it has been our vision to have a year of food and drink in Northern Ireland.

TourismNI and Tourism Ireland project a initial media reach of £10M in 2016.

Tourism NI has tasked us with matching partners and sponsors for Year of Food and drink activities and events. With eight years' experience in this field we are the experts.



This is only a flavour

There are plenty more fantastic happenings going on throughout the year.

We would like **you** to be a partner and be involved with **sponsorship opportunities in 2016.**



**Year of Food
& Drink 2016**
Our Food, So Good



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