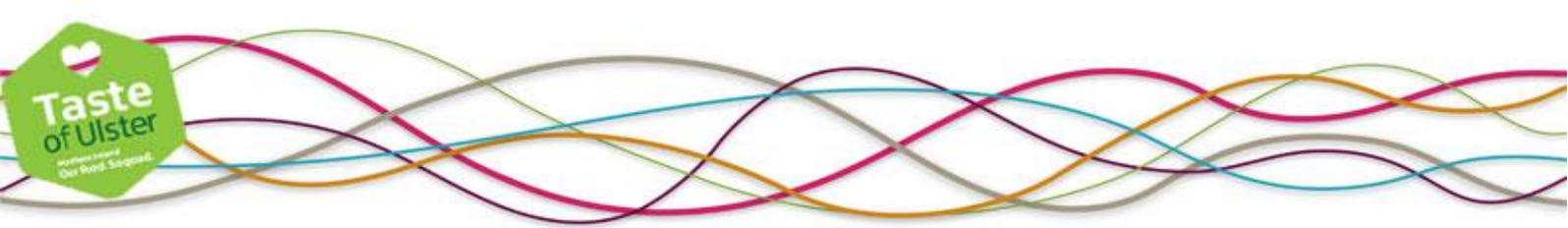


Taste of Ulster Member Benefits

Taste of Ulster is all about connecting you with the finest food and drink from Northern Ireland. We promote the people who produce it and those who serve it in our cafes, restaurants, bars and hotels. We know we have world-class ingredients and chefs. We secured Best Food Destination at the International Travel and Tourism Awards at World Travel Market. Here are some benefits of becoming a Taste of Ulster member:

- Inclusion in the 2019 Taste of Ulster Guide distributed in Spring time. Guides are distributed to media, the Guild of Fine Food writers (UK & ROI), placed in airports and tourist information centres in Northern Ireland, Connolly Station Dublin, places of visitor interest, serviced and non-serviced accommodation and at all our events.
- A full page on our interactive mobile friendly website, driving customers directly to your website, social media with the ability to ring you direct from their mobile and access directions.
- Member news/success stories will be shared across our social media platforms, have an ever-increasing combined reach of over 30,000 followers. We also have a Taste of Ulster TV, YouTube channel which is increasingly popular with our members. With over 1,500 subscribers, the channel is a great way to share content such as 'Your Food Stories'.
- Informative newsletter circulated every fortnight highlighting success stories, key information on upcoming events/opportunities for the year ahead and any other relevant information for our members.
- Opportunities to have your recipes on our website with full credit to your chef/restaurant.
- You receive a Taste of Ulster plaque to show customers of your commitment to using, sourcing and promoting local produce. (T's & C's apply)
- We can help you to make the right connections to progress your business through our networking partnerships e.g. Tourism NI, local colleges, hospitality sector, Guild of Fine Food Writers UK and Ireland and various award bodies.
- 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. Taste of Ulster chefs have the opportunity to host cookery demos to promote the local food served in their restaurants.
- We also have demo kitchens available to hire with discounted rates for members. Please contact nicole@nigoodfood.com for booking information.



- Membership also entitles you to an annual mystery dining inspection, which covers customer service and the dining experience. You get a copy of the detailed report which is an excellent staff training tool.
- Members will receive emails about workshops, World Host training, FSA consultations, awards and anything which may be of interest to our members.
- We can also help source new products; work with you on menu writing, offer advice and guidance on a variety of topics.
- We have two food writers who are available to write and circulate content for industry and consumer press.
- Opportunity to host visiting celebrity chefs such as; Jean-Christophe Novelli, Tom Hunt and Charles Campion.

Annual membership starts from as little as £182 + VAT.

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

Nicole O’Gorman - Taste of Ulster: nicole@nigoodfood.com

Maria Cleland - Accounts: maria@nigoodfood.com

Food NI Office: (028) 90 249 449