

Do You Have a Food Idea?



"Innovation, branding and collaboration
are key to the future
of the Irish food and drink sector."

– from Bord Bia's "Pathways to Growth"

Best proposal wins a prize to the value of
€25,000 comprising €15,000 for consumer research
and €10,000 for design and many additional supports

Enter before: November 15th 2010

Get inspiration Online from www.bordbia.ie/industryinfo
(research by Bord Bia that gives you access to current consumer trends)

Sponsored by: **Bord Bia** in association with the South-East County and City Enterprise Boards.

Contact for Application and further details:

Anike Tyrrell, Waterford County Enterprise Board

e: waterfordceb@cablesurf.com **p:** 058 44811

or download the entry form from our website at www.enterpriseboard.ie



Whats on Offer?

Critical Dates:

Ideas and Inspiration Event: **October 6th in Lawlor's Hotel Bridge St., Dungarvan**
6 pm - 7.30 pm: finger food and drinks
Bord Bia's Helen King will explain current and future market trends in the industry

Applications to be in by: **November 15th 2010**

Winner Announced: **December 13th 2010**
The winner will be decided by an expert panel of judges and their decision will be final.

Support from start to finish:

To help ensure the success of the winning idea the Enterprise Board will provide a complete support service. This includes :

- a. An initial consultation with an intellectual property expert to advise on the protection of your idea
- b. Advise on financing your business and grant aid information
- c. Assistance to produce a realistic business plan.

Food Innovation Award worth €25,000

This award aims to encourage individuals and companies to identify and exploit new opportunities in a food or drink business. Suppliers to both the foodservice and retail sectors will be considered, as will those with innovative ideas for delivering products in new packaging formats or through new or innovative routes to market.

This main award consists of €15,000 towards Consumer Research of your idea and €10,000 towards design.

Consumer research will provide expert assessment of the market feasibility of your proposal. At the design phase you will be assisted with product design, branding and packaging.

For Ideas with Export Potential:

The winning proposal may also be eligible for a six month programme developed by Enterprise Ireland in partnership with Musgrave, which is designed to enable early stage food companies to understand the requirements of large food retailers, thereby enabling them to develop sustainable businesses.

The programme consists of a combination of workshops (delivered by Musgrave and food industry experts) and 1-on-1 mentoring.

To Apply:

Send your proposal to Waterford County Enterprise Board with the following information:

- 1 Contact details
- 2 Your background:
 - a. Existing food business
 - b. Primary food producer
 - c. New entrant to the sector
- 3 Idea Outline
- 4 Level of Research to date
- 5 Potential market size for your idea
- 6 Points of differentiation versus competitors
- 7 Estimated cost of bringing the product to market
- 8 How do you propose to finance the idea
- 9 How would you use the prize?

Competition is open to existing small businesses or those wishing to start a small food business and must not to date have received grant aid from Enterprise Ireland. You must also be planning to operate in the South East of Ireland.

Food
Innovation
Competition
2010