

Blas na hÉireann National Irish Food Awards 2012

SuperValu sweeps the boards at Blas

By Dave Boland

Retail giant SuperValu added to its already massive haul of awards at Blas na hÉireann, the Irish Food Awards with another 14 medals at the 2012 event, four of which were golds.

Having won the Supreme Award on two separate occasions, including taking the accolade in 2011 for its SuperValu Reserve Fairtrade Tea by Barber Daly, SuperValu had to do something special to match its performances of previous years. And it did not disappoint: the 14 medals won by SuperValu in 2012 represents the largest-ever haul of Blas na hÉireann medals in any year by any company, and even eclipses the 11 medals won by SuperValu last year.

Importantly for consumers, for the economy and for the competition, all products from the SuperValu Range which received awards are supplied locally by Irish food suppliers.

"We are incredibly proud that our SuperValu Range has featured so prominently at the Blas na hÉireann Awards," said Martin Kelleher, managing director of SuperValu. "To have 14 of our products receive medals marks a huge vote of confidence in the quality and taste credentials of this range."

The four gold medallists for SuperValu at the Fifth Annual Blas na hÉireann Awards were SuperValu Supreme Mini Dessert Selection (Puddings and Dessert Category), a medley of mini-treats produced by Dublin-based Couverture; SuperValu Stuffed Lamb Rack with Redcurrant & Rosemary



Pictured are Nessa Last and Rhian Smith with a selection of the award winning SuperValu products

Stuffing (Lamb Category), produced by Cork-based Kepak, which is a European leader in food processing; SuperValu Stuffed Pork Rack With Sage & Bramley Apple Butter, also produced by Kepak (Pork Category), and SuperValu Supreme Christmas Pudding (Christmas Cakes and Puddings Category), produced by Seery's, which operates from a custom-built, state-of-the-art bakery in Tinryland in County Carlow.

Its eight Silver Medals at this year's awards were for Natural Goats Cheese; Supreme Cheddar Cheese; Wiltshire Ham On The Bone; Supreme Traditional Pork Sausages; Part Boned Chicken Breast Garlic Kiev; Supreme Mash With Carrot & Turnip; and Smoked Pork Loin Roast.

Finally, its two bronze medals were for its Supreme Cumberland Pork Sausages

and its Supreme Billionaires Dessert.

"SuperValu continues to recognise excellence, quality and innovation within the Irish food and beverage sector," said Kelleher. "At SuperValu, we are fully committed to working with local farmers and producers to produce the best quality products for our customers."

As evidence of its commitment to Irish producers, last year the total purchases of Irish goods and services by SuperValu was worth over €1.5 billion to the Irish economy, and served to create and protect almost 30,000 Irish jobs in the farm, food and retail sector.

"Our homegrown products have received an amazing 18 nominations in this year's Awards," said Kelleher.

"This is good news for our customers and for the 30,000 Irish jobs we support with our buying Irish policy."

Callan Bacon makes it two in a row

By Dave Boland

Kilkenny is no stranger to silverware, with nine Senior All-Ireland Hurling titles won since the turn of the millennium. Not to be outdone, Kilkenny's business community is following hot on the sportsmen's heels with a brace of medals for Callan Bacon at Blas na hÉireann, the Irish Food Awards.

For the second year running, Callan Bacon has scored gold with the judges at Blas na hÉireann.

Last year it swept the boards in the Bacon Category and scooped a silver in the Cured Meat section; this year it consolidated its position in the Bacon sector with Gold and Silver medals, which were won jointly with Lidl.

The reason for the joint award is that Callan Bacon's winning products are branded as Lidl products when stacked on Lidl's shelves.

The winning entries this year were Lidl's Glensallagh Smoked Back Bacon, which won the gold, and Lidl's Glen-

sallagh Unsmoked Back Bacon, which won silver in this highly competitive bacon category.

Additionally, a quality bacon product branded as Lidl's Callan Bacon recently won a British "Great Taste" award, making it three years in a row winning this prestigious accolade; and counting its 2011 and 2012 medals, Callan Bacon has now won medals at Blas na hÉireann for four years in a row.

Callan Bacon is one of Ireland's genuine large-scale food success stories, and its consistent success indicates its commitment to quality and, equally importantly, its insightful category and market knowledge. And in a year of dramatic Irish gold medal winners and success stories worldwide, the individual awards at Blas na hÉireann explain why Callan Bacon is considered one of Europe's top suppliers.

Callan Bacon believes it is its market knowledge and category appreciation that has won it so many customers and admirers in the retail world.

Crucially, the award winners this year were everyday bacon products which are seen by



John Walshe, managing director of Callan Bacon, receives a Gold and Silver Blas na hÉireann food award from Artie Clifford, chairman and Peter Ward, County Choice

consumers as 'best value buys' in what is a challenging time for all households.

There is also the wider issue, is increasingly recognised by consumers, that supporting Irish companies benefits the wider economy.

As evidence, this year Callan Bacon has created 65 new jobs at its specialist processing plant in County Kilkenny. An integral part of Kilkenny's

business community since 1924, the growth of staff numbers at this family-run business means that the company is growing stronger in these difficult times.

"Winning awards is always good but responding to market demand and working with retailers to understand what consumers want to see on the shop floor is as important as providing great-tasting, top-quality

products," said Paul Walshe, market development manager at Callan Bacon, commenting on another successful year at Blas for Callan Bacon.

This success can be traced to a solid knowledge of its category and target markets as well as a real commitment from Callan Bacon to providing quality products.

Visit www.callanbacon.com

Everybody is wild about Ballymooney venison

At the Blas na hÉireann awards 2012, Ballymooney Foods won a Gold Award in Best New Product for its rack of wild Irish venison. Gordon Quinn and Michael Doyle were delighted to receive the award, and it is a fantastic achievement by Ballymooney Foods, which was chosen out of 2,000 food products entered

from all over the island of Ireland.

Ballymooney Foods wild venison stems from a variety of woodlands and rural regions around Ireland, where the deer have roamed freely in the wild. This gives the meat a distinctive, natural and wild flavour, and a certain firmness that is second to none. Wild venison has many health benefits – it

has the highest protein and the lowest cholesterol content of any major meat.

All deer are carefully cut and packaged by one of Ballymooney Foods' award-winning butchers in its plant in Clane, Co Kildare. Ballymooney Foods is extremely proud to have struck gold at the Blas na hÉireann awards for its exquisite wild venison.



Gordon Quinn and Michael Doyle from Ballymooney Foods, Clane, Co. Kildare won Gold at the Blas na hÉireann awards

SuperValu Sweeps the Board

SuperValu Real Food Real People



SuperValu Supreme Mini Dessert Selection
Supplier: Margaret Lynch, Couverture
€3.49



SuperValu Supreme Christmas Pudding 908g
Supplier: Oliver Seery, Seerys
€9

At SuperValu we are fully committed to working with local farmers and Irish producers to create the best quality products at a great price for our customers. Products that have received an amazing 14 awards at this year's Blas na hÉireann National Irish Food Awards. It's good news for us. And for you. And for 30,000 Irish Jobs. **Together we really are Better!**

To see more of our award winning products visit SuperValu.ie



SuperValu Stuffed Lamb Rack with Redcurrant & Rosemary
Stuffing Supplier: Kepak Ltd.
€22.99/kg



SuperValu Wiltshire Ham On The Bone
Supplier: O'Brien Fine Foods
€20.99/kg



SuperValu Pork Rack With Sage & Bramley Apple Butter
Supplier: Kepak Ltd.
€9.99/kg



SuperValu Supreme Mash With Carrot & Turnip 300g
Supplier: Country Crest
€3.49



SuperValu Honey 340g
Supplier: Healy's Honey
€1.49



SuperValu Part Boned Chicken Breast Garlic Kiev 400g
Supplier: Carton Brothers
€5



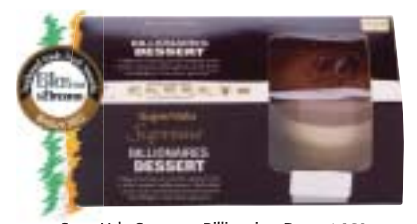
SuperValu Smoked Pork Loin Roast
Supplier: Oliver Carly Ltd.
€10.59/kg



SuperValu Supreme Cheddar Cheese 200g
Supplier: Bandon Vale
€2.49



SuperValu Natural Goats Cheese 70g
Supplier: Five Mile Town
€1



SuperValu Supreme Billionaires Dessert 160g
Supplier: Couverture
€3.49



SuperValu Supreme Traditional Pork Sausages 380g
Supplier: Mallon's
€2.99



SuperValu Supreme Cumberland Pork Sausages 380g
Supplier: Mallon's
€2.99

SuperValu Part Boned Chicken Breast Garlic Kiev 400g €12.50/kg, SuperValu Supreme Cheddar Cheese 200g €12.45/kg, SuperValu Supreme Mash With Carrot & Turnip 300g €11.63/kg, SuperValu Supreme Billionaires Dessert 160g €21.81/kg, SuperValu Natural Goats Cheese 70g €14.29/kg, SuperValu Honey 340g €4.38/kg, SuperValu Supreme Traditional Pork Sausages 380g €7.87/kg, SuperValu Supreme Cumberland Pork Sausages 380g €7.87/kg, SuperValu Supreme Christmas Pudding 908g €9.91/kg. Offers available in selected stores only. Offers valid from 28/10/12 – 03/11/12.