



DUBLIN CLAIRE SHOESMITH

Changing trends

Seven Irish companies have been recognised for their successful response to consumer trends at Bord Bia's Food and Drink Industry Awards.

This year's event, organised in partnership with Ulster Bank, was all about the consumer. "The aim was to reward companies who provide food solutions that make life better, brighter and easier for today's consumer," says Una Fitzgibbon, director of marketing services at Bord Bia. In the past, the focus has been on companies increasing sales by whatever means possible, but now there is a realisation that the key to a successful future is innovation, says Fitzgibbon. In fact, the increased competition in the marketplace today means that without innovation many companies will struggle to survive. "Irish companies are realising they have to respond to the needs of particular customers in particular markets."

More than 200 entries were considered for the seven Bord Bia awards, which included categories such as making a difference, life on the go and living life to the full.

"Innovation and product development are crucial

components of driving the success of the Irish food and drink industry as competition increases and consumers become more demanding," says Fitzgibbon, adding that this includes adopting more environmentally friendly and health conscience attitudes to both product development and marketing.

This year's winners were: Glenisk's organic yogurts; Irish Country Meats' ready to cook lamb range; Glenilen Farm's desserts; Flahavan's microwaveable quick oats; Glanbia's Yoplait Essence; Diageo Ireland for Baileys flavoured liqueurs; and the Coole Quay Liqueur company for Coole Swan Superior Dairy Cream Liqueur.



Vincent Cleary, joint managing director of the Glenisk Yogurts which won a Bord Bia award