

# Guaranteed Irish

## Guaranteed Irish a key marketing tool in today's EU

Research shows that Irish consumers want to buy Irish goods once these are identified and high quality. The Guaranteed Irish symbol was introduced by the Irish Goods Council in 1975 to meet this need and is now promoted

by a stand-alone company, Guaranteed Irish Limited, which continues to provide this service to the business community and consumers. Today the Guaranteed Irish Symbol is recognised by 95% of all adult shoppers as the

symbol of excellence for Irish products and services.

Promoting Irish products and services is about national pride and enabling consumers to make informed choices and does not conflict with the EU aim of open and

free markets in an economically united Europe. In fact the success of the Guaranteed Irish Symbol has led to interest from other EU countries according to Elizabeth Hunt, Guaranteed Irish Marketing Manager.

"More recently, our success has been noticed as far away as Poland, where a similar service is being established," she says. "Guaranteed Irish has been asked to attend a seminar in Warsaw and explain how we

created an organisation to promote domestic excellence. With Polish accession to the EU in May, the Polish service will ensure that the nation has a competitive advantage at home as well as an opportunity to market goods and

services throughout the EU." At home, the advantage of a marketing tool that declares a product to be excellent and supportive of the Irish economy is now apparent throughout the business community, but some misconceptions remain.

"It's not restricted to certain products," says Elizabeth Hunt. "In fact any product or service for which at least 50% of the value added took place in Ireland can qualify. For services, the award criterion is that the company is majority Irish owned and creating employment in Ireland. New sectors that have adopted the Guaranteed Irish Symbol include pharmaceuticals and chemicals, which are using the symbol to challenge consumer assumptions about such products being imported. Recently a multinational pharmaceutical company joined our list of members to promote its domestically produced products under the Guaranteed Irish scheme."

Members can use the symbol to meet their needs on packaging, advertising, corporate literature or point of sale material and these efforts are supported by the Guaranteed Irish marketing drive to promote the symbol and encourage consumers to



Elizabeth Hunt is Marketing Manager with Guaranteed Irish

consider it when buying goods and services.

To become a member of Guaranteed Irish, a completed application form and declaration should be submitted. Once received these documents will form the basis of an assessment by Guaranteed Irish Limited, which may require further information. Full details and forms can be requested from Guaranteed Irish Limited, 1 Fitzwilliam Place, Dublin 2, telephone (01) 6612607 or accessed via the website, [www.guaranteed-irish.ie](http://www.guaranteed-irish.ie).



## Nature's Best

Nature's Best is the leading Irish producer of vegetable based chilled convenience foods supplying the Irish market.

Operating from a state of the art plant in Drogheda, the factory was designed and purpose built to superior specifications reflecting the existing standards of 21st century food production. Nature's Best has its own in-house new product development facility to keep pace with ever changing consumer tastes and trends for healthy convenience foods. In addition a Campden approved on site microbiological laboratory is used to ensure the highest standards of food hygiene are achieved.

Founded in 1987 by Paddy Callaghan in Bellewstown, Co Meath, the Company quickly developed a reputation for innovation and product development within the fresh produce area and coupled with

the fast changing needs of the Irish consumer for quality, healthy, convenient type products, the Company experienced rapid growth and is now established as the market leader. The product range includes:

- \* Bagged Salads
- \* Bowl Salads
- \* Protein Salads
- \* Lunch Type Salads
- \* Stir Frys
- \* Prepared Vegetables
- \* Chilled Pizza and
- \* Sandwich Fillers

Nature's Best sources a large proportion of its raw material from local Irish growers. It has worked closely with growers and Bord Glás in expanding the range of produce available within the Irish horticultural industry.

The supplier/customer relationship is a key factor contributing to the Nature's Best success. In addition to the Nature's Best brand the Com-

pany also supplies a number of customers under 'private label'. All the necessary checks and measures are applied to ensure consumers receive product to the highest standard expected. Nature's Best operates its own daily chilled distribution fleet throughout Ireland.

There is no doubt, as consumers become more aware of health issues, such factors as diet and exercise are now considered key to a balanced lifestyle. Consumers are looking to products which satisfy their needs. The Nature's Best product range is an ideal way for a family to enjoy good food while gaining the benefit of a natural source of vitamins and energy.

Nature's Best Limited  
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'Box Pleached' limes being prepared on the nursery for planting on O'Connell St, Dublin.



Landscaping at Fashion City, Dublin. A high impact visual landscape achieved through the careful selection of plants and hard landscape elements.

## The SAP Group

The SAP Group was formed over 30 years ago and it now features the largest wholesale nursery in the country together with the leading landscape division in the state. The Group also includes a retail dimension with Garden Centres Glenbridge in Clonmel and West Cork Garden Centre in Bandon. The Clonmel operation also boasts a superb restaurant; The Bayleaf, which opens 7 days per week and has very recently commenced offering off-site catering. The retail sector is

about to expand further with full acquisitions scheduled in the short to medium term.

The Groups headquarters is in Cahir, Co Tipperary where the Wholesale Nursery expands to almost 400 acres of shrubs, plants and trees with 10 acres dedicated to a specialised container unit.

Within the next month the Landscape Division will move its main operational base to a specially constructed state of the art headquarters at Maynooth, Co Kildare just off the N4. This unit will also include a layout area for

shrubs, plants and semi-mature trees.

An important part of the group is a trading house in Zundert in Holland, a unique feature for an Irish horticultural enterprise.

The SAP Group is ideally placed to offer a complete service to the industry. No other company can bring the benefits of national coverage, indigenous plant and tree production, complete landscape installation solutions, together with a quality aftercare service to the scale that the SAP Group can.

The Group prides itself on a quality of product, delivery and after sales service. A mission which will not be compromised despite the temptation to downsize the standards to match newer players in the market.

SAP is now the major player and is set to expand further in this flourishing industry sector. SAP Nurseries Garnavilla Cahir Co Tipperary  
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## Manhattan Peanuts

Manhattan popcorn and peanuts continue to be a popular snack food choice amongst discerning Irish consumers.

Manhattan! New York! The Big Apple! America, the home of popcorn and peanuts.

But Manhattan Peanuts Ltd. is, a 100% wholly Irish owned and managed company, employing 35 people, at its factory in Finglas Dublin 11.

The company manufactures and distributes a range of exciting snack foods.

Manhattan Peanut products are extremely popular and well established and Manhattan Popcorn is the fastest growing product in the range.

The company started in 1957 from humble beginnings with owner director, Donal O'Neill, roasting and packaging peanuts from his home and establishing the Manhattan brand, selling to the licensed trade in Dublin.

Donal chose the Manhattan name because peanuts were a very "American" snack food and he wanted the company name to reflect that.

Hence the company name, Manhattan Peanuts Ltd.

Following the success of Manhattan Peanuts, premises were secured in Dublin city centre, and Donal turned



his energies to perfecting the American method of popping corn, and supplying fresh Manhattan Popcorn in Ireland.

Before long, Irish people recognised the unique taste of Manhattan popcorn, and as demand grew, a new bigger premises was required.

Manhattan came to Finglas in 1977 growing steadily to the size it is today.

A walk in the vicinity of the Finglas based factory is an experience, which many people remark upon, as the wonderful aroma of freshly popped corn wafts through the air.

Despite its very contemporary look and packaging, Manhattan popcorn is as authentic as the original popcorn that the American Indians made many centuries ago.

Indeed in the 1600's the colonial housewives put popcorn to practical mealtime uses and served it with cream and sugar. This was the first "puffed" breakfast cereal.

Popcorn is one of the healthiest snack foods available, which is good news. But when you add Manhattan's unique taste and flavour, it's great news!

Manhattan has a policy of offering our high quality

products in a range of sizes, to meet differing consumer needs. Products in the Manhattan snack range include:

Salted Popcorn and Cheese Popcorn, Salted Peanuts, Dry Roasted Peanuts,

Pistachio Nuts, Cashew Nuts and Chilli Peanuts.

Manhattan Peanuts Ltd are delighted to be active members of Guaranteed Irish, to promote quality Irish products and support Irish jobs.

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