



Erasmus+

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IO3: KUS MARKET EUROPEAN TOOLKIT

Kitchen

Market

Pro

Alliances

OVERVIEW

Aim of the KUS MARKET European Toolbox:

To assist the emerging culinary entrepreneurs involved in the Kus Kus Programme in becoming knowledgeable regarding MARKETING and SALES in the culinary/catering sector.

TARGET AUDIENCE:

Adult learners with little or no qualifications, who aspire to open a business in the culinary sector.

SPECIAL CONSIDERATION:

We are especially mindful that the KUS MARKET toolbox will appeal to those from an immigrant background who may encounter difficulties in the language of the host country.





EXPECTED OUTCOMES

1. Enable adult learners to know the distribution tools for their products (home delivery services, markets, mass distribution, local retailers in order to pool their capacities to contract with these interlocutors).
2. Research and present the commercial approaches towards local authorities (calls for tenders) and private operators likely to call upon entrepreneurs in the "world cuisine" sector for their events (the opportunity).



LET'S TAKE A STEP BACK

- As the entire world is navigating an unprecedented crisis, budding entrepreneurs in the culinary industry are going to be faced with new and complex challenges.
- Not only will aspiring entrepreneurs from migrant backgrounds be navigating new cultures, they will do so in a post-pandemic world.
- In order to build a relevant European Toolkit, we propose a discussion as to how our respective societies have felt the impact of COVID-19, with a focus on the food and beverage industry and the particularities of each of our countries, in terms of opportunities in regional culinary cultures.



INTRODUCTION TO OPPORTUNITIES IN REGIONAL CULINARY CULTURE - IRELAND

- Ireland has enjoyed a virtual rebirth in interest in artisan food production in the last two decades.
- A formidable range of influences in the food scene, have combined to reassert the value of traditional and hand-crafted foods.
- In restaurants, blood puddings, pigs' trotters, boxty and other traditional foodstuffs confidently sit side by side with other offerings. Farmers' markets, farm gate selling and farm shops have flourished around the country



BACKING ENTREPRENEURIAL INITIATIVES IN THE CULINARY SECTOR



INTRODUCTION TO OPPORTUNITIES IN REGIONAL CULINARY CULTURE - IRELAND

- This revived interest in the artisanal, the organic and the local and naturally harvested, is expressed in different social and consumer trends.
- However, at its foundation is a fundamental underlying recognition of a natural, simplified and transparent food production process such as that which prevailed before the modern consumer era.



INTRODUCTION TO OPPORTUNITIES IN REGIONAL CULINARY CULTURE - IRELAND

- The development of Ireland's farmhouse cheese sector is a case in point. Widely celebrated as the 'jewel in the crown' of the Irish artisan sector, it largely reflects an embracing of the continental tradition in cheese production in its revitalisation.
- More recently, a growing interest and demand for home-grown and (usually) organic produce has seen in return to smallholding, gardens as productive gardens or kitchen gardens and small scale poultry keeping, often with a commercial outlet through farmer's markets or local





THE EFFECTS OF COVID-19 ON THE IRISH FOOD AND BEVERAGE INDUSTRY

BACKING ENTREPRENEURIAL INITIATIVES IN THE CULINARY SECTOR





COVID-19 – effects

- The pandemic caused by the coronavirus has led the world to halt in its tracks
- The food industry and the hospitality sector have been some of the hardest hit industries
- We cannot ignore the long-term effects this crisis will have on food businesses for years to come
- Consumers are shifting to protection for their insides and outsides



Changed behaviours - Ireland

- According to [Bord Bia](#), 29% of Irish adults are now eating healthier for improved immunity as a result of the Covid-19 response
- Foods that can protect our defence systems are likely to grow in popularity. This will see a shift in the role functional foods plays for consumers.
- Google searches featuring the terms “food”, “immune” and “system” have spiked since mid-March.
- As the crisis has deepened consumers have moved to any source they can to find ‘new’ ways to boost their immune system.



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Changed behaviours - Ireland

- Starting with March 31st and up to April 24th 2020, Bord Bia has identified 14 early clues on the post-crisis consumer and market realities
- They are called indicators and they are expected to shape how consumers approach the food and beverage industry in Ireland for years to come



Implications for the food and beverage industry - Ireland

1. Shielding

- A greater focus on food functionality
- A greater focus on the science of food function
- Even greater scrutiny on immunity claims
- Innovations in handheld snacking
- Innovations in eye protection functional foods, as protecting eyes has also become part of the Covid19 conversation but there is also the knock-on effect of increased screen exposure.

Implications for the food and beverage industry - Ireland

2. Comfort Cooking

- Consumers embrace comfort foods
 - Consumers replicate their take-out favourites
 - Consumers reject convenience cooking
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- 41% of Irish families are eating together with their families more now as a result of the Covid-19 response
 - 27% of Irish adults are choosing familiar favourite foods more now as a result of the Covid-19 response

Implications for the food and beverage industry - Ireland

3. **Simply safe** - Consumers are looking for security in simplicity, transparency and familiarity

- 75% of Irish adults have minimised their trips to the shop as a result of the Covid-19 response
- 32% of Irish adults are now doing more cooking from scratch as a result of the Covid-19 response
- 41% of Irish adults are now stocking up more on essential food and drink for their homes as a result of the Covid-19 response
- 18% of Irish adults are now preparing large batches of food to store more often as a result of the Covid-19 response

Implications for the food and beverage industry - Ireland

4. Trace Tech

- Consumers embrace data-sharing for health purposes
- Consumers adopt 'virtual shopping lists' via AI
- Consumers allow wearable data to change their diets
- Consumers embrace contactless retailing

The European Data Protection Supervisor (EDPS) says the use of temporary broadcast identifiers and bluetooth technology for contact tracing protected both privacy and personal data. All of this points to a new world where people's data and the privacy of that data may well play a key role in 'flattening the curve' here in Europe. Understanding how people adopt new data-sharing technology will help us understand how food consumption and data will merge in the future.

Implications for the food and beverage industry - Ireland

5. The New Social

- An even greater focus on brands 'talking directly' to consumers
- An ability to have deeper conversations with consumers
- An opportunity to create 'shared' experiences around brands
- Brands can link into healthy lifestyle routines more overtly
- Brands can encourage consumers to 'get creative'

Implications for the food and beverage industry - Ireland

5. The New Social - examples

- **The Virtual dinner party** is becoming a place to “hang out” with friends - with recipes for virtual dinner parties and “quarantinis ” emerging online .
- Brew Dog are hosting **On Line Bar Sessions** running live beer tastings, homebrew master classes, music and comedy. They have launched 102 bars in the UK and plan on rolling these out across the US, UK and Germany .



Implications for the food and beverage industry - Ireland

6. Stocking-In

- A marketing opportunity for long-life foods
 - Innovation opportunities in packaging - new formats/storage
 - Promotional opportunities around to manage scarcity
 - Pricing opportunities to 'nudge' shopper behaviour
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- 41% of Irish adults are stocking up on essential food and drink for their homes more now as a result of the Covid-19 response

Implications for the food and beverage industry - Ireland

7. Risky Business - Shoppers are shying away from produce on open display and touchable

- A challenge to maintain the multi-sensory appeal of produce in a no-touch world
- Ways to create a new theatre for fresh produce to showcase these products
- Innovations that deliver these solutions in a way that is sustainable
- A new commercial model for retailers and business owners
- A challenge for in-store sampling in this environment

Implications for the food and beverage industry - Ireland

7. Risky Business

- The rise of “NO TOUCH RETAIL” has important implications for retailers and food producers, particularly in sectors like bakery, fresh produce and fresh meats.
- It has big implications for packaging – an already vexed question for retailers, consumers and producers.
- And it is also worth considering the impact on product sampling and promotion among other aspects of the shopping experience.



Implications for the food and beverage industry - Ireland

8. P to P Purchasing - How person to person contact evolves in the digital retail world

- Authority bias means shoppers look for 'human help'
- Brands can take a lead on 'being there' for consumers
- Direct to consumer channels may become more popular
- Chatbots are increasingly sophisticated at replicating P to P
- Retailers can enhance online shopping experience through AI
- Education around food preparation can be driven through AI

Implications for the food and beverage industry - Ireland

9. Proxy Purchasing - How shopping for the cocooned changes our behaviour.

- Shopping for cocooners will likely involve list-making for control
- Brand owners can find ways to get on that list
- Opportunities may exist in-store for nudges to defuse Choice Overload
- Agency shoppers may need help navigating categories they are unused to
- Brand owners can position themselves to help deliver that 'Warm Glow'

Implications for the food and beverage industry - Ireland

10. Mood Food - How we are choosing food that make us feel good

- Brands have permission to allow consumers lose some self-control
- Deliver “Active Escapism” through flavours of the world cuisine
- Develop ‘small rewards’ in food service & retail
- And still find healthy ways to deliver ‘fresh rewards’ for immediate consumption



Implications for the food and beverage industry - Ireland

11. Smaller World - How kids disrupted routines are influencing consumption

- Brands can help parents 'protect' their children through healthy eating options – particularly immunity
- New habits are emerging in the home – brands can find a new home in children's new routines
- New formats (e.g. funsize) can provide 'partitioning' solutions for parents under pressure for excess treats
- Brands can enjoy growth with the next 'bandwagon' effect – as parents seek to fill time for kids



Implications for the food and beverage industry - Ireland

12. Waste Not - Consumers are using strategies to make their food go further and cut down on waste

- Brands should be part of the solution and help consumers make their food go further
- There may be an increased emphasis on the shelf life of produce
- 'Waste-Less' may be a way to demonstrate value beyond price
- Packaging innovations may well have to focus on storage solutions
- Sustainability messaging may well have to shift into 'making food last' messages
- Consumers may need creative ways to elevate our product's leftovers

Implications for the food and beverage industry - Ireland

13. Chameleon living - How consumers are coping with the blurring of work and home through hidden

- The world of work is completely disrupted for us all
- Some have seen their work disappear. Others struggle with the challenge of working at-home and managing home-life. For others work was their social-network and now that has disappeared either completely or behind a virtual interface.
- All of us have been forced to adapt to a new environment – the true extent of change may still be hidden



Implications for the food and beverage industry - Ireland

13. Chameleon living

- 37% of Irish adults are having sweet treats and snacks more now as a result of the Covid-19 response (Source: Bord Bia Indicators Barometer)
- 46% of Irish adults who are now working from home are having sweet treats and snacks more now as a result of the Covid-19 response (Source: Bord Bia Indicators Barometer)



Implications for the food and beverage industry - Ireland

14. Delivery Fatigue - How consumers are opting-in and out of food delivery

- Manage delayed gratification through consumer 'progress' and updates
- Target that changed Niche of consumers who are embracing food delivery
- Unlock growth through click and collect strategies building on Person-to-Person contact



What should brands do about this?

- Brands should redouble their efforts to build trust and transparency into their DNA and to leverage any national and proprietary assets at their disposal for now and for the future.
- Now is the time to build that trust in words and actions by prioritising consumers' wellbeing, including safety
- “Nearly two-thirds (65%) saying how brands respond to the pandemic will have a "huge impact" on their likelihood to buy their products”. (Campaignlive/Edelman)

“This global crisis will fundamentally change how we think, behave, and consume. There is no rapid return to normal. The new world will have trust at its core”.

(Richard Edelman)

