Enterprise Ireland

Ireland: Where Food Evolves

Ireland is at the forefront of the global food evolution. A country that's shaping new tastes, categories and technologies.

Ireland's food ecosystem is delivering major strides in food innovation with a focus on sustainability, thanks to a set of unique conditions, including high-quality raw materials, world-class R&D facilities, a skilled workforce and a government that invests in innovation.

If your business is focused on the evolution of food, Ireland is the place to visit.

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Ireland: food and beverage evolution driven by innovation

Food and beverage is one of the world's most dynamic sectors. Customer tastes, new categories and novel technologies are continuously changing. The most successful companies never stop innovating, never stop evolving.

Reasons to invest

Ireland is at the centre of much of that evolution. There is a vibrant R&D ecosystem and a deep well of high quality talent, plus a long farming heritage that produces clean and sustainable raw materials. Ireland's government can provide significant support at each stage of your journey, while an ecosystem of indigenous companies, multinationals and research institutes offers exciting partnership opportunities.

There are many reasons some of the most successful global food and beverage multinationals base themselves in Ireland.

Ireland offers low cost, high-quality natural ingredients, underpinned by sustainable food systems, and an innovation-driven culture with sustainability and traceability at the heart of production. As a result, Ireland is a leader in dairy, ingredients, beverages, pet food, and meat.

Strong infrastructure

Over the decades, the Irish government has invested heavily in productivity improvements, sustainable processes and food science research. The government also made, and continues to make, significant investments in infrastructure, power and a world-class IT and communications network.

Enterprise Ireland plays a key role, providing multinationals with access to knowledge and expertise, property solutions, partners, professional services and more.

Spotlight: Why Ireland?

- One of the most educated workforces in the world.
- An unparalleled national infrastructure ensuring food sustainability and security.
- Exceptional levels of collaboration between industry, academia and government.
- A competitive corporate tax rate and 25% R&D tax credit.

About Us

Enterprise Ireland

Enterprise Ireland is the Irish government's trade and innovation agency, operating from 40 global offices.

For the last 28 years, Enterprise Ireland has built successful and long-term relationships with some of the world's leading food and beverage multinationals. Through ongoing one-to-one support, Enterprise Ireland assists investors in identifying investment opportunities, developing R&D centres and growing production facilities.

Enterprise Ireland acts as a trusted advisor on academic partnerships, joint ventures, technology, talent acquisition and more. Enterprise Ireland is also a gateway to significant central government and EU support.

Reasons to invest in Ireland

A government that backs innovation, investment and growth.

Home to many of the world's major food multinationals and specialist producers.

A world-class R&D and food science ecosystem.

Partnerships with leading universities, academics and researchers.

Quality assured raw materials and ingredients.

Deep expertise in sustainable food and drink production.

World-leading food safety standards.

Long-term, one-to-one investment support.

Dedicated Enterprise Ireland Relationship Executives.

Access to a highly educated and young talent pool.

Ireland: for long-term support

Mark Christal, Executive Director at Enterprise Ireland, discusses how food and beverage companies have access to one of the world's premier business environments.

Enterprise Ireland

Ireland has been a major global investment destination for over 50 years, with food and beverage companies witnessing world-beating levels of ROI. Over 1,000 companies, including some of the biggest in the world, have placed Ireland at the heart of their European activities.

Why business moves to Ireland

"Every company investing in Ireland discovers a pro-business environment," says Mark Christal, Enterprise Ireland's Divisional Manager for Food. "And that's especially the case for food and beverage brands. What they find is high-value manufacturing, global business services and world-leading R&D. Everything they need to grow and develop their business further."

Long-term investments

For many of the multinationals operating in Ireland, the investment spans decades. "Abbott Nutrition is a great example of the level of commitment Ireland offers," adds Mark. "The company first opened a production facility in Ireland in 1975 and since then has innovated and grown. Crust & Crumb is another example, using Ireland's networks to launch a state-of-the-art factory, which will play an essential role in its future post-Brexit strategy."

"Every company investing in Ireland discovers a pro business environment"

Lasting partnerships

So, what exactly can companies expect to experience when partnering with Enterprise Ireland? For Mark, the answer is simple: long-term support.

"Enterprise Ireland is there at every step," he says. "From helping clients plan and evaluate projects, through to finding the right location and talent.

"When a company becomes an Enterprise Ireland client, they are assigned a dedicated advisor who works closely with them as they establish their presence in Ireland, but also beyond, as they scale and grow their operation. They are provided with the same access to supports and advice as any of our Irish-originating clients. We can also ensure that they have access to suitable academic expertise."

He added: "Our unique selling point is our long-term partnership approach. We continuously work with companies to grow their presence in Ireland and this is what separates us from other agencies."

Enterprise Ireland is supporting companies in sectors such as manufacturing to accelerate their development plans and to invest in the equipment, technology and training that this requires. Support is also available for accessing digitalisation expertise in areas such as data analytics, digital marketing and cybersecurity.

Food and beverage multinationals in Ireland

Forbes ranks Ireland as one of the best countries in the world to do business. As a committed member of the European Union, Ireland's high volume air and sea connectivity offers quick access to European and global markets.

Cutting-edge companies

One of the many leading multinationals to have invested in Ireland is Mondelez International, with manufacturing facilities in Dublin and Kerry. The food, snack and beverage manufacturer has invested €100 million in automation in its Dublin chocolate-making factory. As well as supporting manufacturing capabilities of core brands at the site with the installation of new technology, the investment also contributed towards infrastructure improvements, and the up-skilling and people development of the workforce.

Then there's Nestlé. Its Irish R&D Centre develops premium, science-based products for infants. It incorporates state-of-the-art laboratory facilities as well as a full pilot-scale manufacturing line to facilitate the development, and testing of new products from initial concept to product deployment.

Some of the food and beverage multinationals operating in Ireland.

Chinese food production company Newbaze also uses Ireland as a global hub. Having invested over €22 million since 2017, its facility in Ireland employs state-of-the-art production and packaging processes for its Irish baby formula products. Here, Enterprise Ireland supported the project through a talent acquisition programme.

Ireland was the first choice for Shanghai based Newbaze to establish a production facility outside China. Part of their decision to locate in Ireland was based on Ireland's long-standing reputation of having a developed dairy infrastructure with a safe milk source.

Strategic partnerships

In addition to establishing their own operations, many food and beverage multinationals use Ireland to launch profitable partnerships, often supported by Enterprise Ireland.

Leprino Foods is one. In 2018, the US cheese, whey and lactose producer entered into a joint venture with Irish food company Glanbia to develop a €130 million mozzarella cheese manufacturing facility. Enterprise Ireland supported this joint venture and together, the companies have become the largest mozzarella cheese manufacturer in Europe.

Good Spirits Bottling: launching to the world from Ireland

The PPI group owns the beverage brands Grace O'Malley Whiskey and Proclamation Whisky. Here, its Managing Director and one of the company's owners, Stefan Hansen, explains how Ireland is the launchpad for a new business – Good Spirits Bottling – and how Enterprise Ireland is helping.

GOOD SPIRITS BOTTLING ESTD. 2020

German-based PPI group owns and operates global beverage, pet food and fashion brands. Its whiskey business is currently at the three million bottle mark, and Stefan and his team realised they needed something else to satisfy demand.

"Our whiskeys are selling across 25 markets," says Stefan, "and it became clear we needed our own bottling facility in Ireland."

International growth

It took just 18 months to go from idea to having the plant built. As well as looking after PPI's own needs, Good Spirits Bottling is also catering for the needs of other spirits companies.

"We were blown away by the interest, it just shows the massive demand for Irish whiskey around the world," he adds.

Quality raw materials

Ireland plays a key role in PPI's growth. Its spirits and much of the bottling components for the new plant are both sourced in Ireland.

"We also own Irish Pure Dog Food," says Stefan, "and only source raw materials from Ireland where possible. Ireland has a very good reputation for its food, so we're able to supply the same quality in the pet food space."

Driving sustainability

The quality of Ireland's raw materials and supply chain are only part of the story.

"Innovation and R&D are important," continues Stefan. "We're especially interested in sustainability and using wind and solar energy."

As such, PPI has already linked into Ireland's Origin Green programme (see next page). The company is also looking to use Ireland's expertise in areas like biodegradable packaging, labels and more.

The right people

Ireland's deep food and beverage talent pool also played a key role in the investment.

"If we could not have found the right people, we would not have established the operation," says Stefan. "But we were confident we could, and now have an experienced team in place.

"Ireland's young population is also an advantage," he adds. "We see people coming through the ranks, having completed distilling courses in colleges

If we could not have found the right people, we would not have established the operation."

Long-term support

Enterprise Ireland has played a central role throughout the investment.

"We've been very pleased with the support," says Stefan. "It's good to have one government body that is the link across Ireland. The financial support was, of course, welcome, but more importantly, is the validation that its backing gives. We hired people directly from the Enterprise Ireland graduate scheme who are of the highest quality and are tapping into Enterprise Ireland's international network for new projects."

Green, sustainable food production

Ireland isrecognised the world over for producing safe, nutritious, and high value food that tastes great. Ireland's reputation is also one of protecting and enhancing its natural and cultural resources, and contributing to vibrant rural and coastal communities and the national economy. Bord Bia is the Irish Food Board, and the Bord Bia Quality Mark signifies food that has been produced to the very highest standards in Ireland.

Sustainable food systems

As an island on the edge of the Atlantic, Ireland's climate produces fertile soil and healthy grass.

Kerry Group, for instance, relies on the quality of Irish milk for 10% of its global production.

Ireland has the most carbon-efficient dairy production in the European Union.

Under Ireland's Agri-Food Strategy 2030, it is expected that the country will become a world leader in sustainable food systems over the next decade, with a target of a carbon-neutral food system by 2050.

There is a range of additional supports to increase sustainable food and drink production, such as Origin Green.

Origin Green is the only sustainability programme in the word that operates on a national scale.

It collaborates with over 55,000 farms and 324 leading Irish food and drink companies. The programme enables farmers to achieve sustainability targets, reducing environmental impacts and protecting our rich natural resources.

Spotlight: Enterprise Ireland's Green Offer

The Green Offer delivers three levels of support.

Climate Action Voucher

Offers up to two days of independent technical or advisory support when preparing a low carbon operating plan.

GreenStart

Supportscompanies as they improve environmental performance and through that, achieve a greater competitive advantage and market share.

GreenPlus

Developshigh-level environmental management capabilities and can cover the salaries for up to 10 team members for the duration of a project.

Ireland: home to Danone's green agenda

Supply Point Director & Centre of Excellence Head Donal Dennehy has held senior roles at Danone for 12 years now. In that time, he's witnessed first- hand how the multinational's Irish investments have driven the company's wider sustainability agenda and helped it reinvent processes and products.

Danone is a food giant: it is number one globally in fresh dairy and plant-based products, first in Europe for medical nutrition, and second place worldwide in early life nutrition and bottled waters. Sustainability shapes its business model. And Ireland's green credentials play a significant role in driving that.

Achieving zero emissions

"It was a ten-year journey to make our Wexford plant carbon neutral," says Donal, "and we're on a similar track in decarbonising our Macroom facility. Now, that's the biggest baby formula factory in the world, so it's some undertaking. The fact that both are based in Ireland has certainly helped."

When asked how, Donal points to funding and talent as key.

"Any senior decision-maker operating in a large company will know that project funding is hard-won," he says. "The fact that Enterprise Ireland provides project support throughout makes the internal approval process much easier. We also benefit from having quick access to the right people; academics and other specialists. That de-risks our R&D as it gives us a far larger skills pool to call upon."

Access also equates to a direct line into the highest levels of government, again facilitated through Enterprise Ireland.

"We can put our case more quickly and that is something that would not happen in other parts of the world," continues Donal. "Enterprise Ireland also help us navigate the country's technological environment too, so we can identify new tech and companies to partner with."

"Ireland provides cofunding The fact that Enterprise makes it easier for us when we go to our parent company."

All of that doesn't just benefit Danone's Irish business, but feeds into its other international sites. Indeed, that cross-pollination is also contributing to one of Danone's key strategies: to achieve B Corp status by 2025.

B Corp companies place environmental and social returns on a par with economic ones. It's a growing movement, involving some large companies. "Our Irish sites have long been on that path," says Donal, "and that means the change required is not so great."

New processes and products

Donal says Ireland's impact goes beyond Danone's sustainability strategies. He also points to how the country's food and beverage sector ecosystem is helping it reimagine how it does things and the products it offers.

Lab automation is one such project. "It's a whole new way of working and without Enterprise Ireland it would not have happened," adds Donal. "We're also reinventing how to produce infant formula so it's far closer to breast milk than traditional formula. Again, Enterprise Ireland has played a role."

DANONE
ONE PLANET. ONE HEALTH

A highly qualified, well-educated workforce

Ireland has theyoungest population in the EU, one third of which is under 25 years of age. The country is also ranked in the global top 10 for the quality of its education system, resulting in one of the most educated workforces in the world.

Food science expertise

Overhalf of 30 to 34-year olds have an undergraduateor postgraduate degree, compared to an EU average of 40%. Ireland is also home to a number of leading food science university programmes at the University College Cork, Technological University Dublin, University College Dublin and more.

Third-level institutions in Ireland have a world-class reputation for food science, with graduates qualified in specialisations including food technology, food microbiology, nutrition and dietetics, and food sustainability.

Enterprise Ireland is the country's biggest investor in applied research in Irish universities.

Leaders in innovation and R&D

Irelandoffers exceptionallevels ofcollaboration between industry, academia, the state and regulators. Enterprise Ireland actively facilitates engagement within this ecosystem and can help identify the right opportunities for collaboration and R&D.

Research for growth

The Moorepark Animaland Grassland Research and Innovation Centre is one example of collaboration. Operated by semi-state agency Teagasc, it is responsible for all aspects of dairy production research, and has become the focal point of milk production research in Ireland. The centre's objectives include:
Increasing the environmental sustainability of Irish livestock systems in terms of nutrient use efficiency and greenhouse gas emissions

· Enhancing the quality and safety of Irish meat and dairy products

· Assisting in the delivery of new technology to key stakeholders

· Becoming a leading international science authority on technologies for pasture-based animal production

Enterprise Ireland and Teagasc share a close relationship, and work together to facilitate partnerships.

Spotlight: Ireland – a world leader in scientific research

1st place for animal and dairy science

1st place for immunology

2nd place for nanotechnology

2nd place for agricultural sciences

4th place for molecular biology and genetics

Spotlight: Ireland – Home to world leading third level institutes.

University College Cork: Research programmes in food technology, food microbiology, speciality foods and food business.

University College Dublin: A leader in the areas of food safety, regulatory affairs, and risk analysis.

Technological University Dublin: Its Food Research Area focuses on food, sustainability, health and more.

Trinity College Dublin: Its Nutrition and Dietetics unit covers biochemistry, physiology, microbiology, and more.

Munster Technological University: Undertakes research into health and food hygiene.

University of Limerick: Home to Food Science Research Centre, plus research into health, sport and human performance.

Innovative thinking on tap

Enterprise Ireland'ssupport ensures that companies can quickly access the latest thinking and methods. In addition, Enterprise Ireland can help put companies in touch with experts in process technology, nutrition and more.

Ireland is currently home to eight technology centres, all of which are part-funded by Enterprise Ireland.

Enterprise Ireland runs 16 Technology Gateways, in partnership with Institutes of Technology and universities across Ireland. The Technology Gateway Network delivers innovation expertise and solutions for Irish industry.

The Technology Centre programme allows Irish companies, multinationals and researchers to work more closely together on market-focused R&D projects.

Spotlight: Ireland's Technology Centres

Dairy Processing Technology Centre (DPTC): Focuses on the long-term growth opportunities for the dairy sector.

Food for Health Ireland (FHI): Combines science and industry to provide new functional foods and ingredients.

Meat Technology Ireland (MTI): Focuses on areas such as meat tenderness, shelf life, future market opportunities and more.

Irish Manufacturing Research (IMR): De-risks and delivers emerging technologies to support advanced manufacturing processes.

CeADAR: Focuses on AI, machine learning and data analytics.

Learnovate: Specialises in learning technology designed to transform customer and employee experiences.

Microelectronics Circuit Centre Ireland (MCCI): A world leader in integrated circuit research, such as smart agri-food devices.

Pharmaceutical Manufacturing Technology Centre (PMTC): Membership of PMTC enables companies to engage in state-funded collaborative research initiatives.

Moorepark: a world first for food science research

With a long background in food science and industry, Professor Mark Fenelon heads up the Food Research Programme at the Moorepark Animal & Grassland Research and Innovation Centre. Here, he talks about the cutting edge science and funding that's available to multinationals, thanks to a close working relationship with Enterprise Ireland.

Teagasc
Agriculture and Food Development Authority

The phrase 'unique' is often overused in business. However, it is the only way to describe Moorepark.

"We're the only place in the world where multinationals can take research from soil to finished product in one place," says Professor Mark Fenelon, Head of Food Research.

State funding for new research

Moorepark is operated by Teagasc, a state agency. Its work covers all aspects of food technology, with companies able to co-partner on research or undertake their own R&D. Mark says the former is more common, and delivers access to state funding, on-site academics and other specialists.

"We have over 100 PhD students working in all areas like microbiology, sustainability and nutrition," he adds. "While funding is delivered through Enterprise Ireland."

Over 60 years of expertise and counting

Moorepark was established in 1959 and since then it has developed a global reputation. As well as expertise in infant formula, it also innovates in areas like dried foods, bioprocessing and liquid foods.

"Ornua is one multinational that has taken work developed here across the globe," says Mark. "That started with research into cheese manufacturing and ended in building an entirely new factory in Saudi Arabia."

Next-generation R&D

Within Moorepark, companies will find facilities dedicated to supporting modern food and beverage research. That includes DNA sequencing, drying and bioactive proteins among others.

Alongside the centre, Teagasc also operates two other sites. These are home to the Cereal Chemistry Lab and Test Bakery facility, the Meat Industry Development Unit and the Nutraceutical Research facility.

Close ties to Ireland's academic network

The Food Research Programme has links to all the country's universities (and many colleges). That doesn't just underpin product and process innovation, but also specialist recruitment in the sector.

"We're a supplier of talent to the companies we work with," says Mark. "And many of our PhD students move from working with firms on co-sponsored projects, to becoming directly employed by them."

“We’re really the only place in the world where multinationals can take research from soil to finished product in one place.”

Spotlight: Moorepark Animal & Grassland Research and Innovation Centre

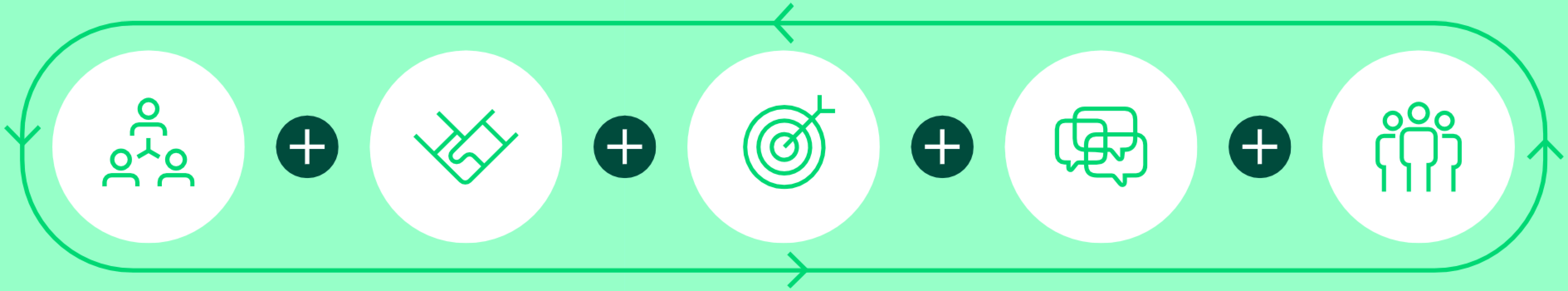
A multi-million euro, state-of-the art R&D campus, made up of:

The Food Innovation Hub: Dedicated labs, full ICT infrastructure and offices.
Pilot plant: A 5,000 sq m factory that can simulate commercial food processing.
A 600 acre plus farm: To improve grassland and dairy techniques.

Working with Enterprise Ireland

Enterprise Ireland'scommitmentto multinational food companiesislong-term, and does not end once funding, talent or locations have been sourced. That means ongoing support and advice across the lifecycle of any project, and continued collaboration on future-facing strategies.

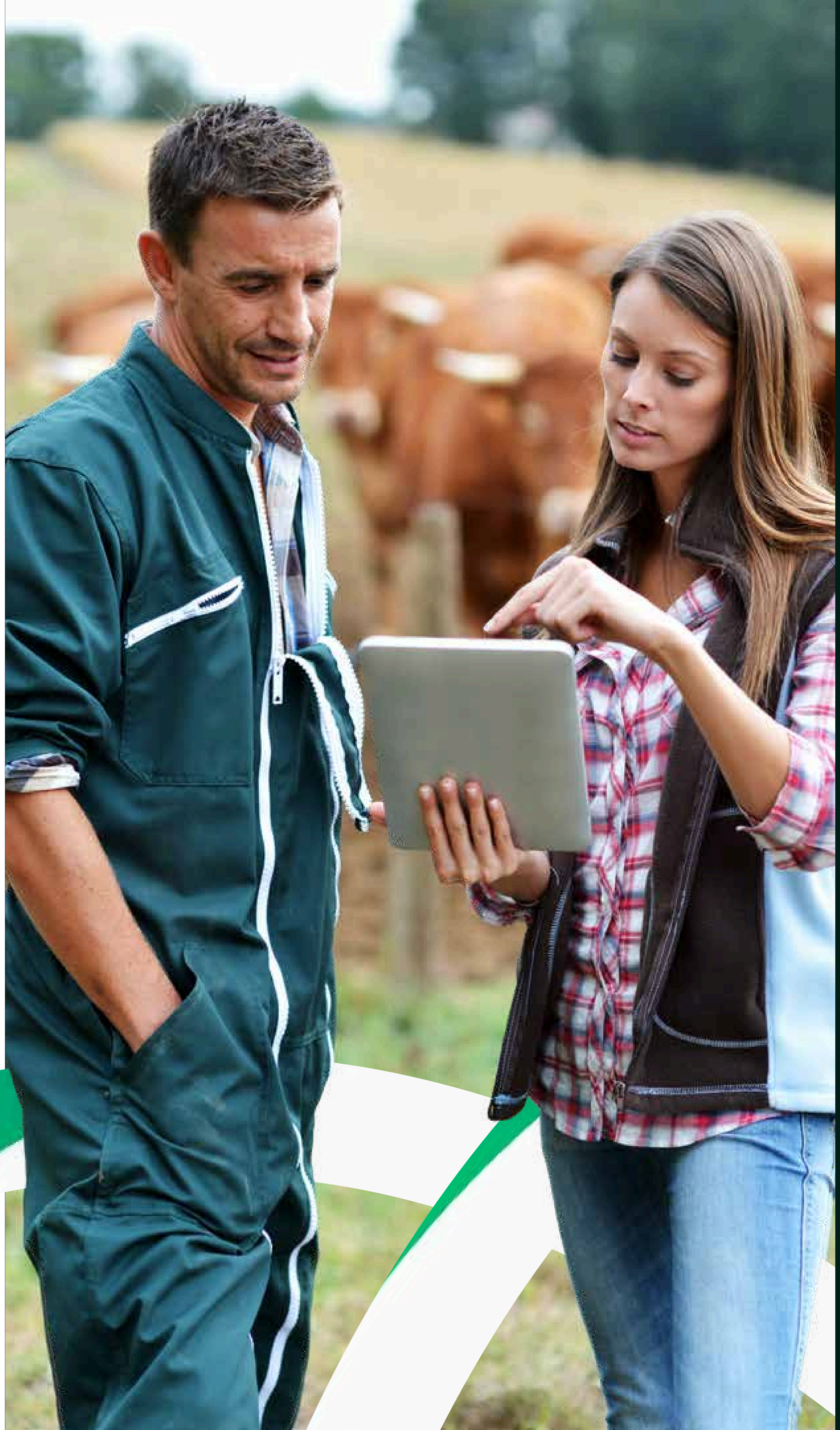
A strategic approach to supporting growth



Relationship building	Project evaluation	Validation	Implementation	Long-term partnerships
Providing trusted advice and regular communication.	Based on decades of food and beverage experience.	Through supporting R&D, pilot projects and more.	Supplying project support, location evaluations and professional services.	Through continued collaboration on long-term ideas.

Support over the long term

EnterpriseIreland isa partner that provides support over the lifetime of any investment, ensuring it matches the continued commercial objectives of investors. Enterprise Ireland offers a range of services for your company, and partners with you as you establish and scale your operations in Ireland.



One-to-One Support: Ongoing access to one-to-one support from a dedicated advisor with sector expertise.

Connect to Businesses: Our industry experts understand your requirements and match you with a shortlist of Irish service providers that can deliver on them.

Direct Introductions: Through our connected regional network we make direct introductions to the right people in Irish companies, enhancing and simplifying your experience.

Access to Innovation: As one of the world's largest seed capital investors, we help develop a pipeline of cuttingedge Irish companies.

Gateway to Knowledge: Gain access to Enterprise Ireland's Market Research Centre, sector knowledge events, and industry experts.

Financial Support: Funding to support training plans that facilitate transformation.

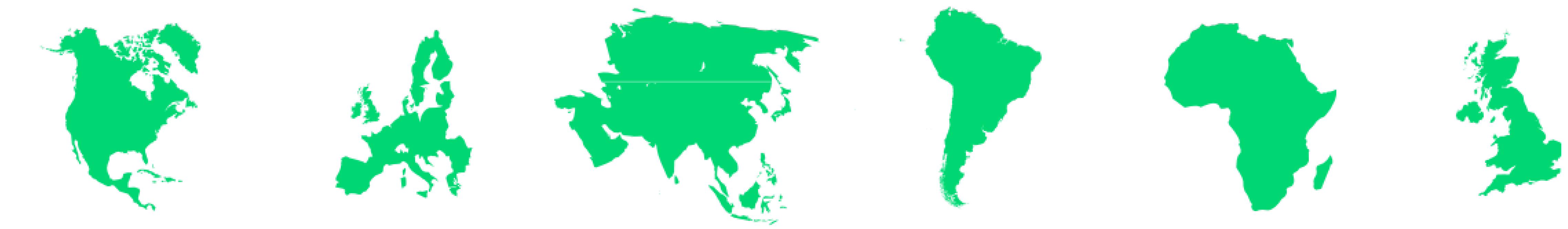
Support starts here

Enterprise Ireland's advisorsoffer significant sector knowledge and business consulting expertise. They have a long track record in supporting some the world's largest food and beverage multinationals as they innovate and grow.

Enterprise Ireland's advisors will provide advice and support in areas including talent acquisition, R&D expertise, location evaluation, and professional service providers.

Global network of offices

To contact the Enterprise Ireland team that are based in your region, simply click below:



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