Louis Fitzgerald wins Irish Pubs Global Lifetime Achievement Award 2015

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Irish Pubs Global

The Irish Pubs Global Gathering 2015 took place in the Convention Centre Dublin, on the 27th and 28th of February. The Gathering was attended by over 600 trade delegates both from Ireland and overseas including pub owners, managers, distributors and suppliers.

The theme of this year’s event was “Better together through networking”, encouraging the global Irish hospitality industry to come together over a two-day exhibition and educational conference, meet their peers and share knowledge and ideas for the benefit of working together as one.

Speaking prior to ‘The Gathering’, Founder and President of Irish Pubs Global Enda O’Coineen said, “The 2015 Gathering will help to support job creation in Irish hospitality at home and abroad through ever-shrinking borders, building greater links between Irish pub owners worldwide as well as with publicans in Ireland and by doing so help Ireland’s hospitality sector to achieve desirable growth into the future”.

With our slogan “Be part of the community” our mission is to create, connect and support a global community of Irish hospitality owners, managers and their suppliers to help ensure their continued success and to benefit job creation in Ireland and abroad through the important sectors of hospitality and tourism.

The Irish Pubs Global Federation currently provides that important platform for SMEs and suppliers based in Ireland’s hospitality sector. The network provides a global platform for Irish suppliers to connect with Irish hospitality around the world, presenting them with an opportunity to export their services, food and drink. A not-for-profit organisation, the federation has an ethos of giving back by collectively supporting charities and worthwhile causes at local and global level.

IPG’s patrons include the Minister for the Diaspora Jimmy Deenihan TD, Enterprise Ireland, Bord Bia and Tourism Ireland together with Comhailsas Ceoltóirí Éireann and several commercial concerns such as Ornua (Kerrygold), Alltech, Irish Distillers and Kilcullen Kapital Partners.

Networking

The benefit of networking can be seen in the value of collective interaction with peers, broadening horizons, learning and listening to the experiences of others and the open discussion of ideas and opportunities. We’ll continue to endorse the importance of networking throughout media hubs.

Irish hospitality outperforms its competitors time and again for one simple reason: people come for the food and drink and stay for the experience. Excellent offerings and service are fundamental to this. Equally important is the setting. Walk into an Irish pub anywhere in the world and you’ll feel welcome. You’re in the third place, whether in Germany, Chicago, Malaysia or Siberia.

Taking that on board, what’s the best way to network your pub? By promoting it as the venue to meet and network.

From the launch of Irish Pubs Global in 2010 after many years in incubation and brainstorming - much of which was done in Irish pubs - we’ve stressed the value of networking beyond your immediate street, town, city and country.

We’ve witnessed idea sharing at a truly global level from our events. Crucially, we’ve learned that it’s a two-way street. It’s your input and networking that also teaches us. To that end, we’ve travelled the world to meet both you and your peers. The desire to connect and network is stronger than ever. Seldom is there a city in the world without an Irish pub owner at the epicenter of a town or city’s commercial sphere. It’s enlightening to witness.

IPG’s Chief Executive John Byrne

With a background in quality offering, IPG’s Chief Executive John Byrne brings over two decades of improvements in the quality of customer service and best practice within the hospitality industry. John commented, “The customer experience is key and an integral part of the Irish hospitality industry”.

Quality

Plans for the Global Gathering 2016 are already underway with the emphasis on ‘Quality’: quality of service, products, design and equipment. These Irish hospitality industry characteristics are key to continued success and increased footfall through the door. Competition for consumers is incredibly difficult year-on-year and it’s a proven fact that “increasing your quality offering increases your bottom line”.

Building the framework for the future to change mindset and reflect the new Irish hospitality model is something that can be achieved together. From a business point-of-view, we all require resources to run our business more effectively and efficiently.

Within a number of short years IPG will build up resources in local regions to provide a local resource with commercial drive to increase your business through support and alignment of vision.

Resources, through the introduction of our Members Portal, will give a comprehensive location for members to get the information they require to upgrade their offering. This will be coupled with connecting local and international peers. Benefits to members are vast including global products that we’ve sourced and member discounts as well as local and international services.

“Icons are a powerful way of attracting visitors to a destination and most destinations consider themselves lucky to have a few motivating icons. Ireland is very fortunate in having 7,000 powerful icons in the shape of our Irish pub: our research still shows that visiting an Irish pub is one of the most appealing experiences for visitors to Ireland. The Irish Pubs Global Network gives us a real opportunity to use the 6,000 authentic Irish pubs overseas to showcase our culture, food and drink to attract additional visitors to the island of Ireland”.

Peter Nash

Tourism Ireland

“Bord Bia welcomes the opportunity to showcase the incredibly dynamic nature of the Irish premium craft drinks supply base to the Irish publican globally and explore the mutual benefits available by the two groups working together”.

Denise Murphy

Bord Bia
Lifetime Achievement award for Louis Fitzgerald at Irish Pub Global Awards

This year’s Irish Pubs Global Awards were presented at a Gala Awards Dinner at the Ballsbridge Hotel, Dublin, as part of the Gathering 2015 Event. The night was attended by over 300 industry professionals and award nominations were open to all Irish pubs and suppliers globally, with 10 different categories.

**Lifetime Achievement Award:** IPG Chief Executive John Byrne presents publican Louis Fitzgerald with the Lifetime Achievement award, sponsored by Irish Pubs Global, for the person who, in the opinion of the judges, has made the most outstanding contribution to the Irish hospitality sector.

**Irish Pub of the Year Award:** For the pub which, in the opinion of the judges, epitomises the very essence of what makes an Irish pub the best in its class, from design to customer service, Diageo’s Shane O’Connor presents the Irish Pub of the Year Award, sponsored by Guinness, to Robert Meyers representing The Olde Blind Dog.

**International Irish Food Award:** Awarded to the Irish pub which, in the opinion of the judges, offers the best overall food for which Ireland is known and recognised, that reflects a sense of place and context, espouses Irish values and is presented in a confident and contemporary way, Fergal McGarry of Ornua (Irish Dairy Board) presents the International Irish Food Award, sponsored by Ornua (Irish Dairy Board) to Paul Daly of Kennedy’s Bar in Munich.

**Innovation Award for Beverage:** Awarded to the supplier who, in the opinion of the judges, provides the most innovative product or service that demonstrates real value, benefit and purpose within the industry, Roger Courtney on behalf of Zip Bier Technologies presents Ronan Farrell of the WineLab with the Innovation Award for Beverage, sponsored by Zip Bier Technologies.

**Marketing Campaign of the Year Award:** Awarded to the Irish pub who, in the opinion of the judges, created the most effective marketing campaign such as a new opening, re-launch, promotion or event, Drinks Industry Ireland’s Pat Nolan presented The Bridge 1859’s John and Dave Ennis, Noel Anderson and Gary Costello with the award for the pub that won the Marketing Campaign of the Year award sponsored by Drinks Industry Ireland.

**Innovation Award for Technology:** Awarded to the supplier who, in the opinion of the judges, provides the most innovative product or service that demonstrates real value, benefit and purpose within the industry, Donal O’Shaughnessy of Kilcullen Kapital presents the Innovation Award for Technology, sponsored by Kilcullen Kapital, to Kevin Hayes of Focal Media.

**Irish Pub Manager of the Year Award:** Awarded to the pub manager who, in the opinion of the judges, demonstrates the best understanding of the qualities required to be the best amongst his/her peers, Dubliner Whiskey Liqueur’s Lisa Doyle presents the Irish Pub Manager of the Year Award, sponsored by Dubliner Whiskey Liqueur, to Lukasz Kuzian of Trinity Bar in Dublin.

**Supplier of the Year Award:** Awarded to the supplier who, in the opinion of the judges, has excelled in the services they supply to Irish pubs, Tom Doherty of Pallas Foods accepts the Supplier of the Year Award, sponsored by AIB, from AIB’s Brian Gallagher.

**Authenticity Award:** For the pub which, in the opinion of the judges, is the most authentic Irish Pub experience outside Ireland (including design, atmosphere, staff, service and overall offering), John Heverin of Ól Irish Pubs presents Stephen Tierney of Temple Bar Bolzano with the Authenticity Award, sponsored by Ól Irish Pubs.

**Best Native Irish Pub Award:** For the inspirational pub which, in the opinion of the judges, has reached the benchmark standard which others should aim to achieve within Ireland, The Porterhouse’s Liam Lahart presents Joe Grogan from Hargadons of Sligo with the Best Native Irish Pub Award, sponsored by the Porterhouse.

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The only global platform solely focused on connecting Irish hospitality owners, managers and operators together with suppliers and staff. Where else does one find an opportunity to connect directly to their peers on a bespoke forum?

Creating our interactive community portal, we aimed to evolve our connection with distributors, suppliers, trades, training and content.

Since our inception in 2010 our mission has been to connect the most enterprising of Irish pub operators around the world. We strive to provide a portal that promotes connectivity and joined-up thinking for those who excel in the hospitality sector.

For many years the value of Irish hospitality around the world has gone unnoticed and uncelebrated. We are working to redress this and promote Irish hospitality on one platform.

One would have to search far and wide to find a city without an excellent Irish pub at its epicentre. We have it down to an artform, mastering the value of location, location and location, be it in Manila, Moscow or Miami. That said, until now, there was no forum to connect the operators in those cities.

The value of joining the network comes from our commitment to help promote excellence in Irish hospitality, assist in sourcing the finest of produce and materials from Ireland and connect you not only with your peers, but with leading industry professionals.

Our events in Galway, New York, Auckland, Chicago, Philadelphia and of course The Gathering in the Convention Centre, Dublin, provide proof that the appetite to connect exists.

We have more exciting events on the horizon with plans afoot for the World Irish Hospitality Gathering at the Convention Centre, Dublin, in February 2016.

For more information see www.irishpubsglobal.com

Be Part Of Our Community!
The Irish Pub – A Powerful Motivator for Visitors

Peter Nash, Head of Strategy at Tourism Ireland, outlines the two-way benefits that flow from quality Irish pubs and the Irish Pubs Global Federation.

Tourism Ireland has a singular purpose – to get more visitors onto the island of Ireland! The Irish pub at home and abroad can play a big part in achieving our goal. We believe that for every pub we have in Ireland there is possibly another genuine Irish pub overseas and they both have an important role to play in attracting and delighting our visitors.

Our research shows that when people were thinking about visiting Ireland, around two-thirds of them mention a visit to an Irish pub as one of the things which led them to choose Ireland over the many places competing for their ‘holiday €uro’.

Our research also shows that our visitors expect to find a vibrant pub scene, showcasing Irish food, culture and drink when they get here. The good news is that they’re amply rewarded - visitors from all of our major markets list their visit to a pub while here as one of the top three highlights of their trip. In fact, the pub is one of those attractions which appeals to our visitors from all parts of the world, from New York to New South Wales, Liverpool to Los Angeles. So the visitor wants a ‘unique iconic experience’ while here and the Irish pub provides this for the overwhelming majority of our tourists.

Turning to the Irish pub overseas, this too can play a key role in making Ireland stand out and motivate holidaymakers to choose Ireland over our competitors. The Irish pub overseas can act as both an ambassador and a showcase for our unique craic and culture. In particular the international network of businesses which form the Irish Pubs Global Federation can play a very powerful ambassadorial role as they generally offer a very high quality visitor experience with authentic fit-out and Irish products.

The great Irish pubs overseas also share one key characteristic – an active owner who’s curious about the customer! Creating a connection with the customer and giving them a taste of Ireland, so to speak, is vital in promoting Ireland as holidaymakers are very heavily influenced by word-of-mouth. We know that those people who’ve visited Ireland will very often mention that the friendly welcome they received is one of their enduring memories. The welcome they receive when visiting Irish pubs abroad before or after their visit can strongly reinforce this feeling which will lead them to tell others about the wonderful offer of Ireland.

The Irish Pubs Global Federation proudly supported by Tourism Ireland can play an important role in enhancing the appeal of Ireland for potential visitors and reminding previous visitors of the great time they had here. This is visibly very true in our existing big ‘source’ markets, the countries - especially Germany - who send us most of our visitors at the moment. In the far away and developing markets of Asia and South America the growing network of Irish pubs can act as a ‘beachhead’ for the promotion of Ireland.

In both existing and newer markets the Irish pub has played a big part in promoting the craic, connection and culture which form the Irish visitor experience and as the network of pubs expands we look forward to the Irish pub abroad playing an ever stronger role.
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Easily Manage your Business by remote means

Once you’ve “plugged-in” your Netcare system, you can manage remotely various functions of your business environment. A large array of sensors and detectors provide you with an accurate status - whenever an event occurs - or when you pro-actively want to get that information.

Advanced User Experience

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- Arm / Disarm the system and its devices
- Receive Video-on-demand – anywhere anytime
- View an event history and filter event displays

- Review events according to various parameters such as Type and Chronology
- Utilise an advanced dashboard – display a full system status
- View devices list that includes the current status
- Receive push and email notifications

The Netcare system interface requires a one-time registration – for personal user definitions.

Its dynamic administrator tool allows you to add new users and peripheral devices as the need arises.

Join our Global Netcare competition on the Irish Pubs Global Facebook page for your chance to win a free system!

Contact our offices on +353 1 5312030. or hello@irishpubsglobal.com. www.irishpubsglobal.com
The changing landscape of supply in the Irish drinks sector

Bord Bia’s Denise Murphy looks at the quality and growing choice of Irish drinks becoming available.

As the owner of one or more Irish pubs somewhere in the world a sign over your door proudly boasts ‘Irish Pub’. That creates an expectation. It attracts punters looking for the quintessential Irish experience or a familiar environ in which to perch for a while and feel they’re at home.

Your pub attracts the curious person who’ll ask from time-to-time about the story behind the whiskey or the brewer behind the beer. They’re interested in the provenance of the product, in where their food and drink comes from. In an Irish pub abroad, they expect that provenance to have strong Irish ties.

To appeal to their interests, you must be up to speed on Irish drinks offerings, enabling you to come across as a knowledgeable service provider to your customers.

Ireland may be the farthest country from your Irish pub. By virtue of that you may well be much more exposed to international offerings than to the Irish one.

Huge developments have taken place in the Irish drinks category over the last few years. You should be aware of these. Some facts impacting on the growing demand for Irish beer and spirits:

- The emerging middle class will grow from 1.9 billion to 5 billion by 2030; this demographic is the target for Irish premium craft drinks, bringing with it spending power of $35 trillion
- Spirits consumption in emerging markets is growing at a phenomenal rate: Asia 12%, South America 5.5%, Africa and the Middle East 24%
- Ireland is seen as the protector of the natural environment with the right climate providing pure, natural ingredients
- The ‘Irishness’ of our products gives them a unique character, a fun and engaging friendliness
- Irish Whiskey is the fastest-growing spirit in the world
- Our major beer brands are projected to grow by over 35% by 2020
- Irish cream liqueurs will grow 40% to more than 10 million cases by 2020

Whiskey and other spirits

Ireland exported 6.4 million cases of Irish whiskey in 2013, projected to rise to 25 million cases by 2030. The market leader will supply only half of this; the remainder will come from a diverse range of suppliers.

The Irish drinks category operates on a premium positioning strategy. Premium spirits are in growth the world over and Irish whiskey leads this growth. Your Irish pub is perfectly-placed to be regarded as the destination for the broadest selection of Irish whiskeys in your town or city.

Liqueurs

Flagship Diageo’s Baileys has seen to it that Ireland is now the international home of the cream liqueur.

Innovation continues outside the creams area with the whiskey-based spirit liqueurs category such as Dubliner and Muldoons caramel-flavoured whiskey drinks.

 Relevant Activity

A number of key initiatives are underway. Bear in mind as each of these is launched, Irish Pubs Global’s Dublin office will be invited to the debrief and it will then filter communication to you.

For example, in our food-pairing model renowned Irish chef Kevin Dundon is pairing every Irish premium craft drink with a bespoke recipe and pairing notes.

This will be rolled out to the Irish on-trade in Q3 2015. We’ll look to begin exporting this to other on-trade markets in Q2 2016. Finally Bord Bia has 12 offices around the world. The best way for you as an Irish pub owner to ensure that your Irish offering is comprehensive and up-to-date is for your importers and distributors to register with their local Bord Bia office to receive invitations to events or networking opportunities held by Bord Bia.

Benefits to you

The depth and breadth of the Irish drinks portfolio can reinforce your business’s provenance as a quintessential Irish pub.

It can drive home the dynamic nature of the Irish supply chain, driving repeat business as customers look for new experiences.

It can open your business up to the arrival of a whole new market: food-pairing tourism.

Above all, the Irish offering, with its premium positioning, obviously requires premium pricing, which can offer higher profit margins, something to seriously consider.

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Why the Irish pub is a growing favourite around the world

John Heverin of Ól Irish Pubs takes a look at the structure of the Irish pub down through the ages.

Ask any tourist on their way out to - or just back from - a visit to Ireland what the three best things were and this always figures among the answers: the pubs - unique in atmosphere and warming to heart and soul; they all love the food, music and pints and in joining them all together you have the craic.

What's been branded as the Irish pub concept in the last two decades isn't really a phenomenon; it's just great publicity about what's been happening for centuries. There are over 100 million Irish diaspora throughout the world, nearly 22 times the current population of Ireland. As we Irish emigrated, we brought with us our traditions, beliefs and our community hub, the Irish pub.

Why is the pub a community hub?
Let's go back, firstly looking at Dublin in 1926; half of all families in Dublin city, a third in Cork and Limerick cities, lived in homes of one or two rooms at a time when the average family size was six; in rural Ireland the family size was larger. So we didn't have the den, the dining room, the games room and the living rooms; the TV didn't arrive until the late 1960s.

The public house was your living room, the place where people from all walks of life met and gathered. Births, marriages and deaths were celebrated there, but also a community where young and old socialised together, side-by-side - music was sung and played, stories told and craic was had; it's this history, this sense of community - of family and belonging - which is at the heart of the Irish pub.

The global expansion of the Irish pub happened as the first emigrant left our shores on a boat to make better for themselves and their families abroad. The Irish pub was a strong draw to them there as it was here - they made connections in their new communities, sought advice on where to live and work and found that sense of belonging to a community.

This draw of an Irish pub has not lessened with the passing of time. Its success is its ability to create a welcoming space which every customer identifies as their 'local'. It's a place to catch up with friends in a relaxed environment. Unlike other pub styles and fads that need to be updated every decade to remain attractive, an Irish pub built well will stay current throughout the centuries. An Irish pub requires a once-off investment as by employing the right materials at the start, these only require a sanding down and painting every decade or so.

New York City's oldest pub is an Irish pub, McSorleys. It opened its doors in 1854 and from that very first day it could have passed for a pub straight out of Ireland. Through the use of solid timbers and traditional bric-a-brac, the pub remained relatively unchanged over the last 160 years and will do so for the next century. This isn't a once-off example, it's seen throughout Ireland and the world.

So when creating an Irish pub today you have to stay true to what has worked in the past, employ materials that will last and are visually appealing while asking the following important questions:

- Where's your location and who'll be your target customers?
- What's your style? Your personality must shine through
- What's your budget?
- What'll be your product offering? Will you be craft beer-focused, food-focused etc?

By the end of this process you’ll create a true Irish pub that will work for your customers and yourself and which will remain relatively unchanged from generation to generation.

When we design and build Irish pubs our goal is to work with the client to produce not just pubs but institutions where counters have stories, floors have seen traffic and people have had fun.
Menu Engineering for improved menu profitability

Boxy House’s Pádraic Óg Gallagher shares his take on combining a quality product with a menu engineered for profit.

Have you ever walked down a supermarket aisle and purchased a product on impulse? Ever wonder why? Producers fight over premium shelf space and store managers know exactly what products will be placed where on their shelves. Your menu is like a supermarket aisle and should be respected for the powerful marketing tool that it is.

In its truest sense, the term ‘menu engineering’ refers to the specific restaurant menu analysis methodology developed by Michael L Kasavana PhD and Donald J Smith at the Michigan State University School of Hospitality Business in 1982.

Menu engineering is a valuable tool that can be used to evaluate current and future pricing, design and content of your menu. The old adage ‘you’re only as good as your last GP’ is fine for management meetings and watching your KPIs but you can’t lodge percentages in the bank. Menu engineering overlooks food cost percentages and instead focuses on cash contribution.

By evaluating each item on your menu, you can design your menu around the most profitable product. There are three critical elements to evaluating your menu: customer demand, menu mix and - yes - Gross Profit. Customer demand is the total number of guests served. Menu mix is the guest preference in menu item selection and Gross Profit should need no explanation.

To analyse each item on the menu we draw a sales mix quadrant. To calculate the profitability category, find the average profit of the total items sold by dividing the total gross profit by the total amount of items sold. Items above the average profit go right of the line and are rated ‘High’; those left are rated ‘Low’.

To calculate the item’s popularity, we grant the item a ‘High’ grade if it’s over 80% of the average item’s popularity. The average item’s popularity is found by dividing 100 by the total amount of menu items being analysed.

If you’re analysing 18 menu items, divide 100/18 = 5.56%

Anything above 80% (4.45%) is High and above the line and Low and below if under 4.45%.

Do this for all the items on your menu and you’ll find some are Stars - high in popularity and profit, Horses - high in popularity but low in profit, Puzzles - low in popularity but high in profit and Dogs - low in popularity and low in profit. The easy part now is what to do with the Dogs and the Stars; the challenge is what to do with the Horses and Puzzles.

The Horses need better profit. Look at the recipe and try substituting some items. A good working relationship with the chef is required for this. It might be a simple matter of plating differently and reducing the size of the offering.

The Puzzles may need to be moved on your menu like the items on the supermarket shelf. They need to be sold better. This might mean renaming them or plating them differently to make them more appealing to your guests and floor staff. If the floor staff have favourite items on the menu, they usually recommend them first.

There are a lot of sites on the web that will help you develop menu engineering for your business. One I found very helpful with downloadable spreadsheets available to purchase is http://rrgconsulting.com/menu_engineering.htm by John Nessel.

You can, of course, make a spreadsheet on excel or numbers yourself but you’ll find a lot more in-depth analyses of Menu Engineering on the web.

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Menu Engineering for improved menu profitability
The old trend was to hire and pay full-time book keepers and accountants which represented fixed costs and fixed job roles with limited flexibility. The new trend is to train internal staff to use the very user-friendly accounting packages that are out there. This allows the staff member to carry out the full spectrum of monthly accounting tasks and allows for a better allocation of staffing resources.

There have been three relevant changes in the last number of years. Technology has improved to match an increase in the volume of transactions that can be processed and there’s now a focus on value-added for the business.

Early versions of accounting software packages were difficult to use and required detailed accounting knowledge. With the release of new versions, GUI (Graphic User Interfaces) were developed allowing for point and click functionality.

In recent years packages have been designed for non-accountants. With limited training non-accountants can process the day-to-day accounting transactions easily. This could allow a staff member, working front-of-house during busy periods, to focus on accounting transactions in slower roster periods.

For best efficiency, batching data into an accounting package is generally best practice. Most accounting procedures are processed in a similar way each month and with training the process can be carried out by a non-accountant at a set time each month. Full monthly accounting processes can be completed often without the need for a qualified accountant.

Many processes in accounting departments are repeated each month. Once the investment is made to set up the structures, it’s a matter of repeating the process each month.

An investment may be necessary in IT or value-added accounting structures but if set-up, can be maintained with limited accounting knowledge.

Utilising this very user-friendly technology and investing modestly in training staff members (or yourself) will reduce your annual accounting expenditure to a small percentage of its current level. Coupled with the flexibility of an outsourced accounting model your accountant can concentrate on increasing the amount of money your company makes.
Irish Whiskey, The Future

Irish Whiskey Association Chairman and founder of Walsh Whiskey Distillery Bernard Walsh looks at the future of quality Irish whiskey.

The Irish whiskey industry is ambitious for its future. Having been distilled in Ireland since the 6th Century, Irish whiskey is one of the oldest spirit drinks in Europe. It’s a premium product that can only be made on this island.

In 2008 Ireland had only three commercial distilleries in operation namely Midleton, Bushmills and Cooley. Fast forward six years to December 2014 and the Irish Whiskey map is starting to become unrecognisable. Eight distilleries are in production and 22 at various stages of discussion/planning/construction. Why the sudden bloom in Irish Whiskey?

Well, firstly it should be said that this is not an overnight success story. Irish Whiskey has been growing steadily up from 1.2 million cases in 1996 to 6.5 million last year with over 95% being exported. For the past few years Irish Whiskey has not only been the fastest-growing whiskey category but also the fastest-growing brown spirit in the world, growing over 220% in 10 years at an average 12% per annum.

It has one of the highest gross value add per employee (€406,000 per employee) - that’s four times greater than the highly-championed Dairy industry and eight times more than the beef industry. Most importantly, Irish whiskey is almost entirely (99%) brand-driven unlike many of the other whiskey categories where a significant percentage is driven on bulk and own-label. Brand-building built the category.

But can we sustain this growth into the future? The answer is emphatically yes.... The Irish whiskey category is merely at the start of the journey. At 6.5 million cases we’re but a drop in the ocean compared to our neighbours in Scotland at 90 million-plus cases, the Americans at 30 million cases or the Canadians at 20 million. Once, the Irish whiskey industry occupied the high ground in whiskey production and now we must begin the long climb to reclaim such a title.

The industry’s short-term goals are to double exports by 2020 and again by 2030 to over 24 million cases. This ambition is underpinned by over €1.1 billion pledged in capital expenditure by the industry between 2015 and 2025. This, coupled with growing whiskey tourism to one million visitors by 2025, is the foundation on which we will build our future.

To help in getting there the Industry came together (north and south) to form the Irish Whiskey Association in March 2014. The founding members of the association are committed to ensuring that the industry delivers its ambitious growth targets by providing a range of supports to new entrants including a mentoring program, category promotion and - most importantly - category protection.

But we cannot do this all on our own and we’re asking the global Irish pub industry to help promote and protect. You’re at the front line. The Irish Whiskey Association members need your help in being open to support new whiskies from Ireland and also to be vigilant in reporting whiskey being passed off as Irish whiskey. Together we can build a vibrant all-island whiskey industry.
What can Ireland do for you?

Tom Hayes, Manager of the Micro Enterprise and Small Business Division at Enterprise Ireland, explains the significance to global companies of Ireland’s growing quality reputation in exports.

In 2014 Irish business delivered 8,476 net new jobs bringing the total employment in Enterprise Ireland-assisted companies at the end of the year to 180,000, leveraging a further 120,000 indirect jobs in the Irish economy.

Exports to the UK were up over 3% to €6.3 billion while those to Northern Europe rose by over 14% to €3.6 billion. Exports to the US and Canada hit €2 billion, up 9%, while Southern Europe, the Middle East, Africa and India saw Irish exports increase over 7% to €2 billion. The Asia/Pacific region accounted for €1.2 billion, up 19%.

In 2013 food & beverage exports grew 9.6% to more than €830 million.

Now is the time to do business with Ireland.

The positive economic signs include:
- an economy that’s growing again – it’s the fastest-growing economy in Europe
- the government, banks and utilities are securing funding at market rates
- jobs are being created again – 84,000 new jobs have been created
- unemployment rate is down from 15.1% to 10%
- the services sector grew at the fastest rate in six years last month
- new export orders grew for the 40th consecutive month
- debt levels are reducing
- confidence is returning – particularly in tourism and retail
- challenges still exist

Enterprise Ireland partners with entrepreneurs, Irish businesses and research and investment communities to help develop Ireland’s international trade, innovation, leadership and competitiveness.

The ultimate objective is increased exports, employment and prosperity in Ireland.

Enterprise Ireland works with:
- ‘high potential start-ups’ or entrepreneurs starting companies with an ability to compete in world markets
- established SMEs in manufacturing & internationally-traded service companies employing 10 or more
- multinationals, Irish-based food and natural resource companies that are overseas-owned or controlled
- scaling, ambitious companies with the ability to scale and achieve significant success
- potential exporters, established SMEs currently focused on the domestic market who’ve the ambition to export
- the research community, developing links with Irish enterprise and multinationals to support research collaboration, commercialisation of publicly-funded research and access to Horizon 2020 funding.

Ireland’s underlying strengths

According to the World Bank’s Ease of Doing Business Index, Ireland ranks 15th out of 185 economies in terms of ease of doing business, making it the highest-ranked Euro-area country and the fourth-highest ranked country in the European Union.

According to the IMD World Competitiveness Report Ireland is:
- first for openness to foreign investors
- first for investment incentives (attractive to foreign investors)
- first for flexibility and adaptability of workforce
- first for attitudes towards globalisation
- second for unit labour costs in the manufacturing sector
- third for availability of skilled labour
- fourth for labour productivity
- sixth for percentage of population with Third Level education.

How can you help?

Enterprise Ireland has a network of 30 offices around the world and we encourage you to connect with these. The Irish have a powerful network around the world and are capable of making the introductions to ‘influencers’. You can source contacts for Irish business where you are. You can help in sourcing investment for Ireland and also collaborate with other Irish offices around the world, for example embassies, Bord Fáilte, Bórd Bia and the IDA.

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WineLab, have teamed up with Monin to launch an exciting new range of Prosecco based cocktails. WineLab supply pubs, restaurants and hotels across the country with their unique system which guarantees wine freshness for 60 days. The company, run by Ronan Farrell and Richie Byrne, have already made significant inroads with wine on tap and have now set their sights on Prosecco.

“With this system making a simple Prosecco cocktail in a busy bar environment couldn’t be quicker or easier. The Monin bottles are fitted with 10ml hand pumps, the Prosecco is poured on draught, so all costs are controlled while the service is massively streamlined. There’s only two steps to most of the drinks,” said Ronan Farrell.

“The growth in wine and Prosecco on tap has been amazing, and we saw that there was an opportunity to have a little fun with it and create some simple cocktails. Our Prosecco has a slightly lower residual sugar level than the average which makes it a great base for Monin’s superb liqueurs and syrups.”

The current range includes a Watermelon Fizz, Kir Royale, Peach Bellini, Lychee Bellini and an Elderflower Hugo which is made with Elderflower, Mint, Lime and Prosecco.

Ireland’s only wine on tap specialist

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The Challenges facing the Irish pub and revitalising the Irish Pub Concept

Mel McNally, creator of the Guinness Irish Pub Concept and Chief Executive of the Irish Pub Company, explains the role of quality in today’s Irish pub.

As the Official Partner of the Guinness Irish Pub Concept and the company that created it, one may think we at the Irish Pub Company would be hesitant to admit that the Irish pub must evolve. However, today the Irish pub faces many challenges:

- Outdated & copycat designs
- Themed pubs
- Strongly-branded competitors
- Changing customer & beverage influences
- ‘Pub in a Box’ mentality

The team at the Irish Pub Company know that Irish pubs need to revitalise to once again position themselves as a remarkable business opportunity to operators and investors. We’ve revisited the research for Guinness and established what the essential values are for an Irish pub in 2015. There are three main influences changing the face of the Irish pub today:

- Demographic Influences
- Consumer Influences
- Beverage Influences

With these influences front and centre of our thoughts, we’ve developed the revitalised Irish pub and have launched the Irish Pub Concept again to excite the consumer, add value for the operator and to establish Irish Pub Company authentic design-led Irish pubs as beacons for quality.

Elements of the revitalised Irish pub include:

- A consumer-centric approach
- Positioning brands in a stronger way
- Spaces for the social interaction patterns of today and
- The surprise!

Our revitalised Irish pub rediscovers the social aspect of the pub, offers experiences that cannot be got at home, competes with home entertainment and most importantly, keeps surprising in a way that’s worth paying for.

Have we retained the Irish? … Yes
Have we retained tradition? … Yes
Have we retained authenticity? … Yes

The Revitalised Irish pub is a pub embedded in tradition but expressed in a more imaginative and surprising way … Don’t be left behind.

www.irishpubcompany.com
info@irishpubcompany.com
00353 1 293 4300
Harnessing word-of-mouth and referral marketing

Alan Bell, Director of Coaching & Training, Referral Institute Ireland, explains the potential of word-of-mouth referrals to a quality business

When it comes to sales and marketing - or marketing and sales, to put things in their correct order - it's clear that word-of-mouth and referral marketing are largely ignored as a serious business development strategy. If you think of all marketing activities as fitting into just four broad categories, you end up with advertising, PR, cold-calling and word-of-mouth. All these forms of marketing are important – however consider some recent commentary from McKinsey & Company:

'The rewards of pursuing excellence in word-of-mouth marketing are huge and it can deliver a sustainable and significant competitive edge few other marketing approaches can match. Yet many marketers avoid it. The incremental gain from outperforming competitors with superior advertising is relatively small - with so few companies actively managing word-of-mouth, the potential upside is exponentially greater.'

'Referrals for your business – recommendations by others to someone who has a need for your products or services - are one of the most beneficial outcomes of word-of-mouth marketing. True referral marketing is built on mutually beneficial relationships that result in a flow of personally recommended business - not just the odd referral here and there. And if you, as a business person in the hospitality or any other industry, can genuinely confirm certain things about yourself then you’re likely already ‘sitting on top’ of limitless amounts of referred business.

In summary, those confirmations go something like this – you’re passionate about what you do, you’re good at what you do (of course), there’s definitely a marketplace out there, you’re looking to grow your business and you have the capacity to actually deal with any significant increase in business.

Ultimately, getting – and giving – referrals is all about relationships and at the serious end of referral marketing, the number of people in your referral network is small, perhaps three to six key individuals. But do you know how to identify them?

To start, it’s useful to think of your referral sources in a few different categories, each with varying degrees of potential to refer your business. On the outside could be dozens, hundreds, even thousands of sources depending on the nature of your business. But as you move towards the ‘bulls-eye’, there will be a small number of people with whom you’ve an ongoing relationship and will share your values in such a way that you can be confident about consistently and proactively referring serious business opportunities to each other. Some creative outside-the-box thinking may be needed within an industry such as hospitality and that’s where training and coaching can be beneficial.

Whatever approach you take towards your word-of-mouth strategy, it’s always necessary to have a joined-up approach that includes all the marketing categories that were mentioned at the beginning of this article; advertising, PR, cold-calling and of course - word-of-mouth; take it seriously and have a plan!

Referral Institute Ireland
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www.referralinstitute.ie
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