

Taste 4  
Success

Skillnet,



**BrandBite®**

The Brand  
Acceleration Programme

  
Application  
DEADLINE  
Fri 10th  
April

Date 21 April 2026  
Duration Six live workshops  
Location Online



Register  
[t4s.ie/BrandBiteReg](https://t4s.ie/BrandBiteReg)



## BrandBite® ► Building Brands Buyers Say Yes To

The BrandBite® Acceleration Programme is an industry expert-led brand strategy training programme. Upon successful completion, two companies will have the opportunity to secure one of two Brand Development Award places costing with a value of €20,000 each.

### PART I - THE BRANDBITE VIRTUAL BRAND ACADEMY

The BrandBite® Virtual Brand Academy is an industry expert-led brand strategy training programme.

The programme delivers:

- 🌀 A structured 6-module Virtual Brand Academy for a national cohort of ambitious food and drink businesses
- 🌀 Practical brand frameworks and tools that can be immediately applied to your business
- 🌀 Interactive small-group learning encouraging discussion, peer learning and real-time feedback
- 🌀 Direct access to guest speakers from the food press and retail buying sector
- 🌀 Recorded sessions and practical templates to support implementation
- 🌀 A structured process to be in with a chance to receive one of two Brand Development Awards

The cost is €150, per company, for attendance at The BrandBite Virtual Brand Academy (6 sessions)



## Who Is This Programme For?

This programme is designed for start-up, emerging and scaling food and drink businesses based in the Republic of Ireland who want to:

- 🍷 Build a clear, compelling brand that stands out in a competitive market
- 🍷 Understand how to position their product and communicate their unique story
- 🍷 Learn practical, cost-effective ways to research & understand their consumer
- 🍷 Develop stronger messaging, storytelling and brand communication
- 🍷 Gain insights into what buyers and journalists look for in successful brands
- 🍷 Become more confident approaching retailers, press and customers

Participants will leave with a clear brand roadmap, practical tools and expert insights they can immediately apply to their business.

## CORE PROGRAMME MODULES

- 1. Brand Foundations & Competitive Positioning**  
Define your brand's onliness and sharpen your positioning so your brand clearly stands apart in a crowded market.
- 2. Understanding Your Consumer**  
Learn practical and cost-effective ways to understand your ideal customer and uncover insights that inform better brand decisions.
- 3. Brand Storytelling, Messaging & Tone of Voice**  
Develop a compelling brand narrative and consistent messaging that connects emotionally with consumers.
- 4. Communicating with Impact Across Channels**  
Learn how to show up professionally and consistently across social media, PR and retail touchpoints, with insights from a food journalist.
- 5. Bringing Your Brand to Market – Getting Retailer Pitch Ready**  
Understand how to present your brand confidently to buyers, build a compelling pitch and prepare for retail conversations.
- 6. Reflection, Next Steps & Industry Fireside Chat**  
A closing on-line session bringing together programme learnings, next steps and insights from a leading food brand founder or industry buyer.

## PART II - BRAND DEVELOPMENT AWARD

Following successful completion of the Virtual Brand Academy, all participants will have the opportunity to apply for significant funding to undertake the BrandBite Brand Development Award.

### €20,000 BRAND DEVELOPMENT PACKAGE

Two businesses will be selected through an application and interview process to receive a comprehensive BrandBite brand development package. Each selected business will receive:

#### ► Full Brand Strategy Development

- Brand positioning
- Brand personality
- Core messaging framework
- Brand book

#### ► Brand Identity & Packaging Design

- Development of brand identity
- Packaging design concepts
- Final artwork for one production-ready SKU

#### ► Communications Activation

- Brand communications guidance
- Support preparing for launch or relaunch

#### ► Professional Photography

- One-day professional photography shoot

#### ► Expert Project Facilitation

- Strategic guidance and facilitation from the BrandBite team throughout the process

#### ► Fees & Funding

- If successful, each participant will pay €5,000, which equates to 25% of the overall value of the Development Award. The 75% is funded by Taste 4 Success Skillnet.



Businesses must have completed the The BrandBite Virtual Brand Academy to be eligible.

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## Meet the team



**Annie Dunne**  
Project Coordinator

Annie specialises in helping food businesses accelerate growth through effective product development and commercial strategy. With over 25 years' experience across retail and manufacturing, including senior roles with Harrods and Superquinn, Annie brings deep insight into what makes products succeed on shelf and resonate with consumers.



**Pat Kinsley**  
Branding Specialist, Founder of Newworld

Pat is one of Ireland's most respected branding strategists, with nearly four decades of experience helping businesses build distinctive brands that drive commercial success. He has worked with many of Ireland's most iconic food brands and is passionate about helping emerging producers define their unique brand story.



### **Sharon Noonan**

#### Marketing & Communications Specialist

Sharon is a chartered marketer with extensive experience supporting food, drink and hospitality businesses with marketing, PR and communications strategy. She has worked with clusters of SMEs across multiple sectors and specialises in helping businesses communicate their brand effectively.



### **Loraine Cox**

#### Food Photographer

Loraine Cox is a food photographer and stylist working with leading Irish food brands, helping businesses increase visibility, engage customers and boost sales through powerful imagery and storytelling. With a background in running food businesses, she understands how food should be presented for the camera and also mentors small food startups on product presentation and content creation. Loraine was a finalist in the Food and Drink Photographer of the Year 2025 category at the Irish Food Writing Awards. Her clients include M&S Ireland, Zahra Media, Sceal Bakery, Oishi Sushi and Sisú. She also supports Blas na hÉireann through a bursary photography shoot for the awards.



### **Bernie Coyne**

#### Coyne Research

Established in January 2012, Coyne Research is a Multi-Award-Winning Independent Market Research Agency. We are passionate about uncovering insights and providing clear direction for our clients through quantitative and qualitative research. We are passionate about what we do, and we pride ourselves on our project management approach. Clients receive our full attention throughout the project process. Our small size coupled with our own in-house data scripting and analysis team enhances our ability to respond to client quantitative service needs.



## Fees and Funding

The value of the BrandBite Brand Development Award is €20,000 per company. This cost will be significantly funded by Taste 4 Success Skillnet at 75%. Therefore, the cost to the company will be €5,000, payable in advance.

This programme is funded by the Taste 4 Success Skillnet, and all fees must be paid to the Taste 4 Success Skillnet, on receipt of invoice, in advance of attending Brand Development Award Programme.

This discounted price for the programme is supported by Taste 4 Success Skillnet and is available to all **eligible applicants**

Eligibility Criteria on back page).  
All prices include VAT.



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In an increasingly competitive market, BrandBite enabled new international opportunities for me in some of the world's most renowned retailers

*Aine's Handmade Chocolate*



BrandBite has unlocked key listing opportunities and helped build more awareness for my brand nationwide

*Roll It*



BrandBite helped me look beyond a B2B offering and identify a strategic opportunity to develop a retail brand."

*Wildchurn*



BrandBite helped us bring our brand beyond a product and strategically position it to align with modern food culture

*Achill Island Sea Salt*



BrandBite helped bring real clarity to our audience and occasion, giving us confidence for the brand's next chapter

*Clever Foods*



BrandBite helped me own my clean label point of difference on shelf through bold packaging design and clear pack hierarchy

*Janet's Just Delicious*



## Eligibility Criteria

- ▶ Businesses must be registered and based in the Republic of Ireland
- ▶ Businesses must be a member of Taste 4 Success Skillnet
- ▶ Business participants must be decision-makers within their business
- ▶ Businesses should demonstrate ambition for growth
- ▶ Businesses must be available to attend the six virtual sessions (from April to June)
- ▶ Eligible companies must confirm ability to pay for the cost of the programme
  - ▶ PART I - €150 per company for attendance at The BrandBite Virtual Brand Academy
  - ▶ PART II - [only two places available]: €5,000 per company for The Brand Development Award programme, for eligible companies

For further information visit [t4s.ie/BrandBiteReg](https://t4s.ie/BrandBiteReg)  
or email Breda Barber at [info@taste4success.ie](mailto:info@taste4success.ie)