

Taste 4  
Success

Skillnet



# Sustainable Food Tourism Experience Development Programme

- Workshop 1** ▶ Creating a Sustainable Food Tourism Experience  
with Peter Nash 15 Sep 9 - 11
- Workshop 2** ▶ Sustainability Importance within Food Tourism Experience  
with Tadhg O'Donovan 22 Sep 9 - 11
- Workshop 3** ▶ Collaborating for Food Tourism & Marketing Unique Experiences  
with Sharon Noonan 6 Oct 9 - 11
- Workshop 4** ▶ Pricing your Sustainable Food Tourism Experience  
with Tadhg O'Donovan 13 Oct 9 - 11
- Final session** ▶ Pitch to industry 10 or 11 Nov\* (\*exact date/time TBD)



Register  
[t4s.ie/SFTE26reg](https://t4s.ie/SFTE26reg)

This Taste 4 Success Skillnet course is co-funded by the Government of Ireland and the European Union

[taste4successskillnet.ie](https://taste4successskillnet.ie)

# Sustainable Food Tourism Experience Development Programme

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## Programme Introduction

This online programme in experiential food tourism is designed to provide participants with the necessary knowledge and inspiration to develop and deliver a unique and sustainable food tourism experience (SFTE) as an adjunct to their food or drink businesses.

The programme was designed in response to the trend towards experiential tourism which is fuelling a demand for unique food experiences to support the growing tourism industry in Ireland and the critical role that sustainability plays within it.

The food tourism sector is experiencing multiple challenges including the cost-of-living crisis, the impact of climate change and global political instability. Against this backdrop, this training programme is designed and delivered by industry experts and thought leaders in food, tourism, and enterprise sustainability.

## Four Key Areas

The programme focuses on four key areas:

- Creating a sustainable food tourism experience
- The importance of sustainability within the experience
- Delivering a profitable experience
- Marketing the experience

In addition to the four sessions, participants will receive 4 x 1 individual training sessions with the programme providers.

The final element of the programme is an online Sustainable Pitch event where each participant will present their unique SFTE idea to a panel of industry experts for critique and feedback.

“The programme linked everything together & made it clear what I was going to focus on”

Olly Nolan - Olly's Honey

## WORKSHOP 1

### **Creating a Sustainable Food Tourism Experience** - Peter Nash

In this session participants will learn how experiential food tourism can deliver sustainable growth to their businesses & will be provided with a checklist for creating an SFTE while learning how existing resources can be integrated into the SFTE.

On completion of this session, which will be supported with an individual one to one training session, participants will be able to:

- Reframe their product/brand/event as a food tourism experience
- Position their product/brand/event as part of the food tourism ecosystem
- Use the skills acquired to assess the viability of developing a collaborative SFTE as an integral and sustainable part of their enterprise
- Create a roadmap with milestones for the development of an SFTE with commercial potential

## WORKSHOP 2

### **Importance of Food Tourism Sustainability- Making it Sustainable** - Tadhg O'Donovan

In this session participants will learn about the role and benefits of sustainability within food tourism. They will develop knowledge of sustainable enterprise practices including adapting a circular economy approach, energy usage, composting and recycling.

On completion of this session, which will be supported with an individual one to one training session, participants will:

- Understand the importance of sustainable food tourism and the impact it can have on the environment, local communities, and the economy
- Understand how responsible production and consumption practices can minimise the negative impact of food tourism on the environment and local communities

## WORKSHOP 3

### **Collaborating for Food Tourism & Marketing Your Unique SFTE** - Sharon Noonan

In this session participants will learn how to research and identify potential collaborators to enhance their SFTE and identify how to use social media to generate interest in their SFTE that will ultimately lead to generating sales.

On completion of this session, which will be supported with an individual one to one training session, participants will have the skills to:

- Create a target list of potential collaborators and prospective clients.
- Use social media to generate awareness about their SFTE.
- Generate an annual calendar to use as inspiration for SFTE events, social media and press releases.

**Making It Pay - Pricing Your SFTE & Delivering the Perfect Pitch** - Tadhg O'Donovan

In this session participants will learn how to create a profitable pricing strategy for their SFTE and to develop a confident pricing model reflective of their product offering. On completion of this session, which will be supported with an individual one to one training session, participants will:

- Understand the importance of a commercially robust, profitable and sustainable SFTE product
- Understand the principles of costing out, budgeting and pricing a unique SFTE product
- Be equipped with “calculator” pricing model tools to develop profitable SFTE products
- Be able to present their SFTE to a panel of experts in the final session of the programme

“This training has been quite transformative. I found it really challenging and thoroughly enjoyed the experience. In particular the mentoring was absolutely invaluable”

Tracey Floyd - **Dorans on the Pier**

**Tadhg O'Donovan**

Tadhg O'Donovan is an experienced consultant with over 30 years' experience within the food and beverages Industry. His professional strengths are in business planning and strategy, commercial management, productivity and growth and the introduction of sustainability practices to businesses.

**Sharon Noonan**

Sharon Noonan is a chartered marketer specialising in the food, drink and hospitality sectors. She has over 20 years' business development experience in a range of industries spanning the globe and has an in-depth knowledge of the operational intricacies of SMEs, large corporate entities, educational institutions, and government bodies. Sharon has been involved in judging at a number of food and drink awards including Blas na hÉireann, the Irish Food and Drink Awards.

**Peter Nash**

Peter Nash is a senior marketer and strategist with experience in tourism, alcoholic beverages, food NPD and further education. Peter's key skills include Strategic Planning, Brand & Portfolio Management, Market Research & Insight Generation and Customer Marketing.



## Fees and Funding

The fee payable by participants joining this course is €165 per person. This fee, payable in advance, represents a very substantial discount on the cost of delivering this course. This discounted price for the programme is supported by Taste 4 Success Skillnet and is available to all eligible applicants.

## Eligibility Criteria

- Participating businesses must be from private enterprise based in the Republic of Ireland.
- Sole traders are eligible as Member Companies.
- Taste 4 Success Skillnet can only fund a Member Company. Member Company means an eligible/approved artisan, micro, SME, sole trader, indigenous, multinational or other eligible company registered and operating in the Republic of Ireland
- Employees of member companies attending the programme(s) must be resident/living in the Republic of Ireland and be employed by a Member Company
- As a Government of Ireland and Member Company funded training network, we can only support those enterprises and candidates meeting the above criteria.

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

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