

## Case Study 1

### THE TRULY IRISH VARIETY PACK

**Their Proposition:** This new company foresaw an opening to supply a package of unique pork products to individuals over the Christmas period. This special pack which is purchasable online, was introduced following the success of their rashers and sausages in the supermarkets and shops.



**Their Product:** A packaged variety of first class meats to cover the whole of the festive season.

The pack includes:

- 1 x Truly Irish half-fillet of ham (Horseshoe Gammon) - Beechwood Smoked
- 1 x Truly Irish half-fillet of ham (Horseshoe Gammon) - Unsmoked
- 3 packets of Rashers (Traditional Cure Rashers, Beechwood Smoked Rashers and Maple Cured Rashers)
- 2 packets of Traditional Sausages

#### Their USP's: (Unique Selling Points)

- 'Not just our name, Our Guarantee' is the brand credentials, backed up by the company structure: a farmer based business established by pig producers throughout the island of Ireland. Shareholders are based in every county in Ireland. The shareholders (farmers) have full control of this product from farm to market.
- The Sausages are 82% pork which is not available in any other sausage currently. The Bord Bia Quality Assurance Mark is available to the brand as a result of the high pork content.
- Truly Irish Country Foods offer butcher cut rashers at supermarket prices. A higher meat quality rasher that doesn't lose its size or shape after cooking.

- The company claim that diligent research has led them to find that perfect unique cure (seasoning) and recipe which has resulted in a range of rashers with a distinctive, wholesome taste.
- They are therefore able to use these logos:



### The Business Offer:

To date the business has secured listings for its brands in 3 of the 4 main Irish retails and enjoyed significant media coverage for their unique offer. Therefore the decision to attempt to capture the lucrative seasonal Christmas ham trade made sense. Building a new product in an existing market, using the brand's USP's to make the most of the busy Christmas season.