



COOK IT FORWARD CASE STUDIES Booklet





In this Booklet, we have a short collection of wonderful examples of businesses that have built/innovated their business models around food heritage. You will find case studies from each partner region

Our Partner Countries...

1

LITHUANIA

2

SPAIN

3

THE NETHERLANDS

4

IRELAND



BE INSPIRED...

This booklet is an **additional resource** and forms part of the Cook it Forward **Company Cooperation kit** (IO2). It acts as a source of inspiration and spotlights seven businesses that are aware of their culinary heritage value and are using it as a marketing and sustainability tool...



Case Study 1 - LITHUANIA

Business Name: "Kuchmistrai"

Owners: Arūnas Tarnauskas

Location: Beržų g. 3, Tubelių km.,
Lukšių sen., Šakių raj. Lithuania

Website: www.kuchmistrai.lt



The Interview: Kuchmistrai

1. Tell us about your culinary business, your own background and what led you to set up this business?

"Kuchmistrai" is a kitchen that preserves and promotes the kitchen heritage of Lithuanian noblemen, where the preparation of all dishes is supervised by the Zyplių manor's honorary officer - the kitchen master. Here you can get acquainted with high Lithuanian cuisine, from the fashions of the Duchy of Lithuania to the famous dishes of the inter-war period. The business was made possible by the experience gained in the catering sector, the success of the "Zanavykai ragaučius" education programme, and the opportunity to use the authentic manor kitchen building.

2. How do you incorporate the culinary heritage of your region into your produce or menu?

Our vision for the project was that all the dishes would have a story behind them, so the very first menu was based on research in historical sources. We find a hint, and sometimes a recipe, and we communicate with scientists and enthusiasts in the field, so there's no shortage of ideas, and the guests appreciate our work.



3. What innovative ways have you brought the past to life by reinventing recipes with your own twist?

The old food production techniques and aesthetics would no longer be attractive to today's man, so we choose modern cooking methods for our interpretations, paying great attention to the utensils and the presentation and presentation of the food. Our guests are already familiar with the format of four courses and a refreshment (dessert), which should be reminiscent of the traditions of the feasts of the Duchy of Lithuania. We also organise tastings and canapés. We want our guests to not only enjoy a delicious meal, but also to learn more about the country's gastronomy and how we uphold those traditions today.

4. Does this approach make good business sense for you?

This approach and operating philosophy helps us to stand out from other catering establishments and allows us to create authentic experiences for guests of the Zyplių Manor ensemble.

5. We see that consumer trends emerging post Covid are for nostalgic foods and foods that are sourced locally? Do you foresee this trend making an impact in your business?

Since the restaurant's opening, we've been working with regional cuisine and local products, so that's always been our main focus. Of course, the pandemic has strengthened the desire of travellers and gastronomy lovers to get to know their country better. We are glad that we are not a place that is visited once. We change our menus seasonally; we organise various events - we bring different colours to the cuisine of the region.

6. How do you incorporate this focus on culinary heritage influences in your marketing and communication materials?

The topicality of the subject makes it much easier to get the message across, but it also makes it necessary to work with exceptional quality, to find something to be proud of. It is also made easier by the increasing number of people looking into the subject, and the increasing number of sources and events on heritage.

7. Do you collaborate with others in your region to highlight the power and potential of heritage foods culinary heritage? Tell us more and share website details for same.

If you visit our website www.kuchmistrai.lt, you will find that Zypliu Manor has a cultural centre, the Zanavykiai Museum is housed in a former stable, and the Manor's kitchen building is home to our Restaurant. This is how we immerse our guests in the past and present life of the manor and provide them with exceptional experiences. We are currently experimenting with grasshoppers, trying to create a grasshopper spread - a heritage dish adapted in a modern and convenient way.

8. What more could be done in your region to put the spotlight on heritage foods?

We see prospects for meals on wheels: from the busier provincial squares to places of interest such as the Sudargo Mounds. "The Year of Sūduva hasn't yet caught us up, but we'd love to share our experiences and surprise you with our creativity. This project has involved research into the Smetona period, which will soon be on our menu.

9. Please share any further observations or insights that you are happy to share as best practices in this area?

As in the old days, the kitchen at Kuchmistras pays special attention not only to the menu, the quality of the food and its presentation, but also to the farms from which the vegetables, fruit, flour and meat are bought. Working with the estate's suppliers, whose produce will be chosen to create the menu of the Kuchmistras restaurant, is one of the most important and perhaps the most time-consuming daily activities of our Honorary Officer of the Estate. He works together with the hospitable Zanavians to ensure that the guests' tables are filled with dishes that are steeped in antiquity and represent the culture of the manor's cuisine.

It is no coincidence that Kuchmistrai soon became famous for its stewed patarshka cake, stewed pigeon, and tastings of Lithuanian wines, the legends of whose presentation soon spread widely, as did the stories about the food of the Grand Duchy of Lithuania's nobles with their takeaways, tastings and feasts at Zypliu manor.

The gastronomic time trips of the "Kuchmistras" are organised in the magnificent ancient palace ensemble of the Zypliai Manor House, which is steeped in tradition and the secrets of those who lived there.

Case Study 2 - LITHUANIA

Business Name: UAB "Euribija"

Owners: Giedra Sadauskienė

Location: Taikos pr.94, Kaunas

Website: www.euribija.lt



The Interview: Euribija



1. Tell us about your culinary business, your own background and what led you to set up this business?

UAB Euribija is a small family business. The company is named after the goddess of the sea. The business aims to supply the Lithuanian market with high-quality products that are not available in Lithuania. The company has the following products in its range: Japanese Wagyu beef, Iberico pork, fish and seafood from Icelandic waters, such as haddock, scallops, crawfish, lobsters, etc. The company also sells virgin olive oil from Greece. One of the directions of the family business is to combine Lithuanian products with products from all over the world, which local producers and farmers cannot offer to the Lithuanian market. We offer technological solutions to the catering sector by presenting various recipes revived from the past in the context of today. We also share our experience with young people who associate their future with food production. We mentor young people as they integrate into the world of science and the labor market. An approach to business, an education programme and the opportunity to use the authentic manor kitchen building.

2. How do you incorporate the culinary heritage of your region into your produce or menu?

We create dishes from the products we supply to the Lithuanian market. We look for recipes and ideas in the sources of the past. Talking to mature people. It's fun to revive old men's shared recipes. When creating dishes, we are interested in the culinary history of that time, the culture of eating, and the culinary heritage. We later publish these recipes on our website, in the FB group, with our Instagram network. We share with HORECA representatives. When participating in BBQ competitions, we try to reconcile the past with the present in our dishes. When making a dish on the fire, you sometimes realise that something discovered new is forgotten old. Current technological possibilities allow to change the taste of the dish, to experiment. Sometimes you even compare how flavors change when cooked on the fire and cooked in the kitchen on a contact grill. Customers appreciate the quality of the products and are happy that they can try the heritage dishes in their own home kitchens by cooking according to the recipes provided.

3. What innovative ways have you brought the past to life by reinventing recipes with your own twist?

By participating in gastronomic exhibitions, we allow you to taste the dishes recreated by the customer. We are looking for interfaces in the discussions. We are organizing training on heritage for the younger generation. Together with the Association of Lithuanian Chefs and Confectioners, we are participating in the initiative "Healthy Child-Healthy Future", during which we talk not only about healthy food, but also about the benefits of fruits and vegetables grown by Lithuanian farmers. We also introduce the small audience to what can be found in the grandmother's garden. By participating in BBQ championships, we try to reveal the history of culinary heritage by combining local products with products from foreign markets. We often use dishes returned from the culinary heritage of the past for presentation. Various dishes baked in the Kamado Bon Grill are reborn for new life, and the fire and smoke in the modern environment make the production process as attractive and not as complicated as it looked for our ancestors.

4. Does this approach make good business sense for you?

Sharing culinary heritage knowledge, high product policy attracts more customers. Customers are encouraged to take an interest in the history of food. With mentors, young people not only try to establish themselves in the labor market, but also start looking for the roots of their culinary heritage, exploring family cooking and eating traditions, and later sharing it in communities.

5. We see that consumer trends emerging post Covid are for nostalgic foods and foods that are sourced locally? Do you foresee this trend making an impact in your business?

The Covid-19 pandemic at some point gave the consumer time to think about what to eat, how to eat, and how to combine foods. It also made it possible to understand the importance of frugality and to try to steer consumption toward Zero. Demand for UAB Euribija products increased during the pandemic. Even as Christmas timekeepers, we didn't have that demand. People have made many queries about how to make meals healthier and more natural. Experimented, combined with the products of local growers in the preparation of dishes. The pandemic itself has changed attitudes toward many things.

6. How do you incorporate this focus on culinary heritage influences in your marketing and communication materials?

Without history, every personality is nothing. Just as we cherish the country's history, we pay equal attention to the culinary heritage. The message to the consumer that not only sustainability but also history is very important. We replace some products with those of foreign growers. PVZ. Iberian pork, although we also have pork from Lithuania, but the consumer likes to use Spanish pork in the preparation of dishes. We hear feedback that we can extract a special flavour. Customers also notice that using this pork comes with a feeling of satiety after eating a smaller amount.

7. Do you collaborate with others in your region to highlight the power and potential of heritage foods culinary heritage? Tell us more and share website details for same.

We communicate in exhibitions and presentations. We also have several videos embedded on our website. UAB Euribija website is full of recipes. The director of the company recently published a book, The Baby Recipe Book, which put together a story about her family feeding her, her mother and grandmother children. In communication with the young audience, we tell you how important it is to preserve the roots of the culinary heritage, to put them in the context of today. How important it is to store and save food. After all, grandmothers saved every sink of bread after the war.

8. What more could be done in your region to put the spotlight on heritage foods?

Live communication is the most effective. The word-of-mouth message reaches the consumer best. Social networks, short and effective messages about the importance of culinary heritage are very important for young people today, they will reach them faster and will allow them to continue the story for future generations.

9. Please share any further observations or insights that you are happy to share as best practices in this area?

Communication and communication is paramount in spreading the message in any audience. To unite like-minded people and proclaim the message that culinary heritage is part of the whole story.



Case Study 3 - SPAIN

Business Name: Parador Nacional de Mérida

Owners: Pedro Manuel Collado

Location: C. Almendralejo, 56, 06800 Mérida, Badajoz- Spain

Website: [Parador de Mérida](#) | [Paradores](#)



The Interview: Parador de Mérida

1. Tell us about your culinary business, your own background and what led you to set up this business?

This business is a large company that spreads the Spain brand and defends the regional culture and gastronomy of all the autonomous communities of the country. In the kitchen of Paradores, we defend the regional cuisine and Km 0.

2. How do you incorporate the culinary heritage of your region into your produce or menu?

In the case of Extremadura, we take advantage of the Roman ancestry to use all the spices that they used, dried fruits and preservation methods that can be transported to today improving food security. Also, the cuisine of transhumances such as mi gas or use dishes such as chanfaina are other dishes of regional cuisine that we inherit today, and the consumer demands more every day.

3. In what innovative ways have you brought the past to life by reinventing recipes with your own twist?

I think that the cooking methods used in the kitchen today is what has evolved the most. Also merging cuisine from other places and mixing ingredients from other regions and countries make us make recipes in the present, changing the past a bit

4. Does this approach make good business sense for you?

After all, customers who come to eat are looking for typical products of the area, such as regional stews, typical products, and the odd dish with a nod to signature cuisine, which they appreciate. I think it is good to bet on seasonal regional cuisine and personally improve the recipe, so the clientele looks for you for that personality of each dish.

5. We see that the consumer trends emerging after Covid are for nostalgic foods and locally sourced foods? Do you foresee this trend having an impact on your business?

In the Parador de Mérida, its cuisine has always been based on the typical regional cuisine of Km 0 and traditional recipes, so we are already on the path of what people are looking for.

Parador de Merida

6. How do you incorporate this focus on culinary heritage influences in your marketing and communication materials?

Betting as I have indicated before, for the typical regional cuisine and products of Km 0, so that all tourists from abroad who come to the city and the region have a good knowledge of Extremadura gastronomy and thus give visibility throughout the world through of social networks, internet ...

7. Do you collaborate with others in your region to highlight the power and potential of the culinary heritage of heritage foods? Tell us more and share the website details for the same.

Paradores, promotes the designations of origin and PGI that we have in Extremadura, as well as it does in other regions.

8. What else could be done in your region to highlight heritage foods?

Sell more and better the Extremadura brand, qualifying Extremadura products as exceptional. Promoting at large fairs and events. Also manufacturing the raw materials that we generate and that they do not go out and come back, but rather that we are the end of the production chain before reaching the end customer.

Student: José Antonio Márquez Cordero (FCT Cocina y Gastronomía)

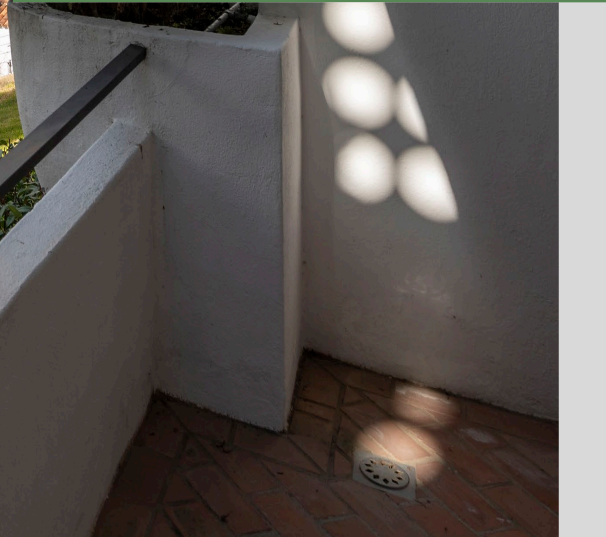


Case Study 4 - SPAIN

Business Name: Parador Nacional de
Guadalupe

Location: Calle Marqués de la Romana,
12, 10140 Guadalupe, Cáceres- Spain

Website: [Parador de Guadalupe |
Paradores](http://Parador.de.Guadalupe. | Paradores)





The Interview: Parador de Guadalupe

1. Tell us about your culinary business, your own background, and what led you to set up this business?

Because I love cooking, and to do the cooking that I like I set up my own business. I had the capital and made the decision, and I rode it.

2. How do you incorporate the culinary heritage of your region into your produce or menu?

Kilometer 0 products (from the area) and we use the kitchen base but with a more modern touch.

3. In what innovative ways have you brought the past to life by reinventing recipes with your own twist?

With the blood sausage, a ravioli with romesco sauce has been made, mixing a sauce from a region with a product from ours.

4. Does this approach make good business sense for you?

Yes, otherwise, I would not have carried it out.

5. We see that the consumer trends emerging after Covid are for nostalgic foods and locally sourced foods? Do you foresee this trend having an impact on your business?

Yes, the number of diners has increased

6. How do you incorporate this focus on culinary heritage influences in your marketing and communication materials?

I enhance culinary heritage on social media

7. Do you collaborate with others in your region to highlight the power and potential of the culinary heritage of heritage foods? Tell us more and share the website details for the same.

Yes, with the appellation of origin products and other premises attached to the company

8. What else could be done in your region to highlight heritage foods?

Have our products taken to events outside the community to promote them.

Parador de Guadalupe



Student: Ángel Jesús Guisado Peñuela
(FCT Cocina y Gastronomía)

Case Study 5 - SPAIN

Business Name: Almazara Hermanos
Martínez Hoya

Interviewee: José Antonio

Location: C. Convento, 36 Orellana la
Vieja , Badajoz- Spain

Website: www.aceitesorellana.com



Almazara de Aceites Orellana



For this case study the students and teachers from [IES Hostelería Y Turismo](#), Orellana La Vieja, visited the oil mill of the Martínez Hoyas brothers, or Almazara de Aceites Orellana. The students of first and second of the middle-grade cycle of Cooking and Gastronomy could see firsthand the method by which the olives of the Sierra de Orellana are processed, and how a quality product such as the oil produced in this mill is reached. As part of our Erasmus+ K202 project, this visit allowed both students and educators to have a vision of how companies in our region continue to treat the products that by tradition, are still present in our area. On this occasion, they have chosen olive oil, the basis of much of the economy of Extremadura and its future. The school will continue betting on other products in this line to expand the training of its students.

This event was recorded and broadcast on the school radio station link on the link to this broadcast here:

[Visit to the oil mill of Aceites Orellana – Burgo Radio \(educarex.es\)](#)



Case Study 6 – THE NETHERLANDS

Business Name: 't Ailand Lauwersoog

Owners: Barbara Rodenburg

Location: Lauwersoog

Website: <https://ailand.nl/>



The Interview: 't Ailand



1. Tell us about your culinary business, your own background and what led you to set up this business?

"My partner and husband Jan started here in 1995 as a young Groninger (Northern Netherlands, ed.) as a Wadden Sea fisherman. He used a hand-held rod to catch cockles, mullet and sea bass with a standing rig (a kind of net, ed.). Without bycatch, so a textbook example of sustainable fishing. When I met him, he rented a garage here. When we were repairing nets, people often came to watch. So we started talking about fishing, and people would sometimes ask us questions. At the same time we would like to share information about fishing. That's how the plan came about to

2. How do you incorporate the culinary heritage of your region into your produce or menu?

"In the fish workshop, we pack the oysters we have caught ourselves two days a week. We have accreditation for this from the Food and Consumer Product Safety Authority (NVWA). We had to meet all kinds of requirements and it shows. When our guests come in here, everyone gets a clean apron and a cap. The combination with the official decor makes everyone take it seriously right away. The nice thing is that during the filleting process the stories are told, and the conversations start. We don't need to incorporate: the produce in this region IS our menu.



3. What innovative ways have you brought the past to life by reinventing recipes with your own twist?

Sarpomira potatoes fertilized with seaweed, are an example of how we use local produce in new ways. Our French fries are growing well with seaweed fertilization! The potatoes are now 1.5 times bigger. We catch more seaweed than fish in the nets on the Wadden Sea. This season we brought a load of seaweed to the Westers family, our potato farmer from Hornhuizen. By new ways of using the weed, we can introduce people in new ways to the region we fish in. That goes for recipes, growing produce and the way we serve things.

4. Does this approach make good business sense for you?

Yes, we still exist and continue to gain a good name around here. People are not only interested in what's on their plate, but who's serving it and where it's coming from.



5. We see that consumer trends emerging post Covid are for nostalgic foods and foods that are sourced locally? Do you foresee this trend making an impact in your business?

"We would like to give people a better picture of fishing at sea. Because the image that comes through the media is very limited. Like the stories about overfishing. Part of the reason for the disappearance of fish species is the fact that there is almost no brackish water left. The entire river delta near the port of Rotterdam is gone, the Lauwerszee has been closed off. This has been at the expense of fish spawning grounds. Complete species have been wiped out. This is where we like to have the conversation, without being on opposite sides. The Corona pandemic has certainly made the focus on local food bigger. There was more time to spend time in our own region, and learn about it more."

6. How do you incorporate this focus on culinary heritage influences in your marketing and communication materials?

We've had a good season now, because of the nice weather," says Barbara, "But when the weather is bad, no one comes here (the restaurant is on the end of the fishing harbour, ed.). I do notice that we are getting more publicity nationally. For example, because Jan is at the organic farmers' market in Utrecht and Amsterdam every week. If there is a nice exhibition in the Groninger Museum, people go to the city, stay the night at the Piloersemaborg, and on Sunday have dinner at 't Ailand and then go home again. What Marketing Groningen does well is it promotes the region as a place where you can spend your weekends. Where you can relax. The atmosphere here is really different from that in the west. Last month I had an interview in NRC Handelsblad. That also brings in new guests. We've also noticed that more people from the neighbourhood are coming to eat here, which is nice".



7. Do you collaborate with others in your region to highlight the power and potential of heritage foods culinary heritage? Tell us more and share website details for same.

As artisanal fishermen, we see ourselves as guardians of fishing culture and heritage. The Waddensea is a UNESCO World Heritage site, and our traditional fisheries are part of that heritage. Unfortunately, not all conservation organisations see it that way. <https://www.fondazione Slow Food.com/en/slow-food-presidia/wadden-sea-traditional-fishers/>

To spread the knowledge about and use of local food heritage, we like to work with local caterers, but also visit events internationally to learn from others and share what we know.

8. What more could be done in your region to put the spotlight on heritage foods?

More recognition for fishing culture as a way of life that emphasizes the inseparable relationship between people and their natural environment. More appreciation for the skills and knowledge of fishermen, including the processing (eg drying and smoking) and cooking of fish, is much needed.

9. Please share any further observations or insights that you are happy to share as best practices in this area?

Coastal regions like ours need conservation strategies that take the coastal communities into account and recognise the fishing culture as a crucial part of our local community, diet and habit.



Case Study 7 - IRELAND

Business Name: Galway Cheese

Owners: Larry & Ann Maguire

Location: Gurteen, Dunmore,
Tuam, Co. Galway

Website: www.galwaycheese.ie





1. Tell us about your culinary business, your own background and what led you to set up this business?

Larry Maguire worked in Sales & Marketing in Dublin for years and had no previous food or farming experience before moving to the west of Ireland where his wife Ann's family had a farm. Instantly he fell in love with the countryside and had an appreciation for the space and greenness of the area. He initially started a partnership with a local farmer, and they planned to make cheese from Dexter cows' milk, but the business failed before it even began.

He and his wife Ann then decided to farm and milk goats. They started out with 2 goats and gradually built up their herd to 64. At the outset, they only produced milk building up to supply 23 local supermarkets. Their goats milk won a prestigious [Blas na hEireann](#) award (Taste of Ireland) which encouraged them to develop their cheese product range.

To technically upskill, Larry completed several cheese-making courses, including one at [Neantog Organic Farm](#) where Hans Wieland taught him how to make quark & Gouda. He partook in another Farmhouse cheese-making course in the [TEAGASC centre in Moorepark](#) where he met with fellow cheese enthusiasts and learned about the science behind cheese-making.

Galway Goat's Cheese have developed an amazing array of handcrafted cheese and yogurts made using traditional methods and use local heritage names as a core part of their branding.

2. How do you incorporate the culinary heritage of your region into your produce or menu?

Linking their place to their products is a key commitment of the business. For example, one of their popular cheeses is called [Cnoc Dubh](#) which is the Irish for 'Black hill'. Black Hill is a local place name. Cnoc dubh is a mold-ripened cheese made by hand using traditional recipes and methods.





3. What innovative ways have you brought the past to life by reinventing recipes with your own twist?

Larry has developed a passion for cheese making and is constantly innovating and improving his recipes & products. He loves French-style cheeses but wanted to make Irish versions of them. He is currently trying to get the atmosphere right for creating an Irish Brie-style cheese. He is using similar recipes and similar methods but the Irish atmosphere makes it a different cheese.

Another example is how he makes his yogurt using traditional methods of straining (his 85-litre vat of milk only produces 32-34 kg of yogurt). Many other producers add bulkers to replace the mass loss through liquid. Larry refuses to change his approach and continues with the traditional method so that it is authentic and a truly handmade Irish product.

4. Does this approach make good business sense for you?

Larry has many different business approaches, but culinary heritage is in the background of them all. Some key approaches stand out:-

- He is constantly seeking out advice and know-how from other cheese makers and experts in the field and is a continuous learner.
- He is very customer focused and the Voice of the Customer is very important in new product development and business development in general. He likes to meet the chefs who use his products and learn more about what works for them and what doesn't.
- He always informs the customers of the history of his products and in essence the culinary heritage and this can be used by the chefs then to create stories around their menus.
- Social media plays an important part in this story-telling and the use of images and background information enhances the story and promotes his products.

Galway Cheese



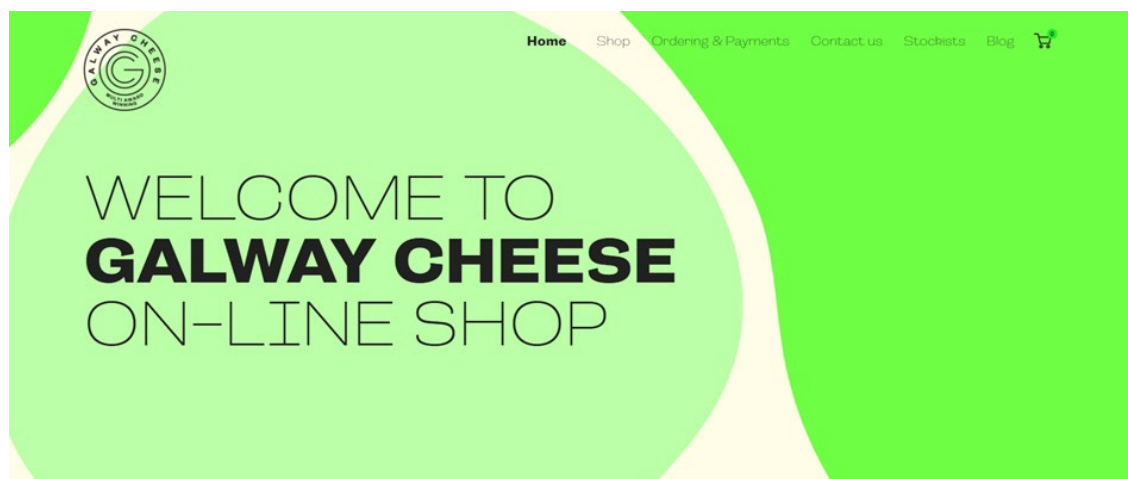
5. We see that consumer trends emerging post Covid are for nostalgic foods and foods that are sourced locally? Do you foresee this trend making an impact in your business?

Yes, Larry admits that this was very evident. The consumer demand and trend to buy local was almost overwhelming. When restaurants and hotels had to shut their doors, Galway Goat's Cheese's entire business model had to adapt to supply individual portions for the Do-it-yourself (DIY) kits that restaurants and other food retail outlets started building and supplying as an alternative to their normal dining services.

Prior to Covid-19, 95% of Galway Goat's Cheese sales was to restaurants and hotel kitchens. This dropped dramatically and those businesses that pivoted their businesses had a new demand for portioned quantities of the Galway Goat's Cheeses and Yogurts (his cheese tub sizes went from 1kg to 120grams).

Galway Goat's Cheese needed to find direct routes to sell to the end consumer, hence they sold their products at many Farmers' markets around the country to survive. In these markets and through collaborating with independent retailers Larry was kept busy and managed to keep his business going. The business also invested in their online sales operation and have a very impressive website now, which is fully ecommerce enabled - www.galwaycheese.ie

Now that Ireland is re-opening and restaurants are placing orders again, Galway Goat's Cheese is back supplying them but now catering for their new customers also.





6. How do you incorporate this focus on culinary heritage influences in your marketing and communication materials?

The business is currently going through a complete re-branding process. They have recently become 'Galway Cheese' as they also plan to start producing cow's milk cheese soon.

When designing a new logo and website their local heritage played a significant part. The area where they produce is very rural and the lush green fields are all divided with handmade limestone walls. This image is incorporated into their new brand as if looking down on the farm from an aerial view. They also associate the view of when cutting the curds of the cheese and the natural patterns that occur within the cheese, similar to the surrounding landscape. This new brand will be used going forward and they hope to relay the importance of the story behind it, to the customers and visitors. They are trying to associate the food with the place which in essence is what culinary heritage is all about.

7. Do you collaborate with others in your region to highlight the power and potential of heritage foods culinary heritage? Tell us more and share website details for same.

Yes, they are involved with Discover Galway (www.discovergalway.ie), an online platform that showcases all the amazing food related experiences on offer in County Galway.

They are members of [Good Food Ireland](#) which is an organisation that promotes the discovery of Ireland through the lens of Local food & Drink. All members are visited by the Good Food Ireland team to ensure that highest standards and sustainable commitment to Irish produce. They are passionate about sharing the rich cultural treasures and timeless culinary traditions of the island of Ireland and connecting visitors with local people through authentic food and drink experiences.





8. What more could be done in your region to put the spotlight on heritage foods?

Larry and Ann were also involved in Galway East Heritage Group (www.galwayeast.com). The Group was set up to develop experiences in the region and to tell the region's stories. However, they felt that the group wasn't as active as they would have liked.

So, they have begun to make changes themselves to their own farm and cheese factory to create their own unique visitor experience. They hope to welcome exclusive groups into their workshop for weekend-long experiences where they will teach them how to make a *Tomme-style* cheese from start to finish and each guest will then receive their own handmade cheese via post after the maturation process. During the experience, they will learn the basics of HACCP before commencing and they will be warmly welcomed into their family kitchen where Ann will host tastings of homemade Irish soda bread and cheeses or traditional dishes like Beef and Guinness stew and maybe even an Irish whiskey. They plan to organise accommodation in nearby cottages for the authentic Irish culinary and heritage experience.

9. Please share any further observations or insights that you are happy to share as best practices in this area?

Larry says it is difficult to start up a food business in rural Ireland and so becoming involved in small business and food network groups was critical to their survival. He also says having a good relationship with your local finance partner e.g. Credit Union is very important for all capital outlays.

Larry shares 3 pieces of advice:

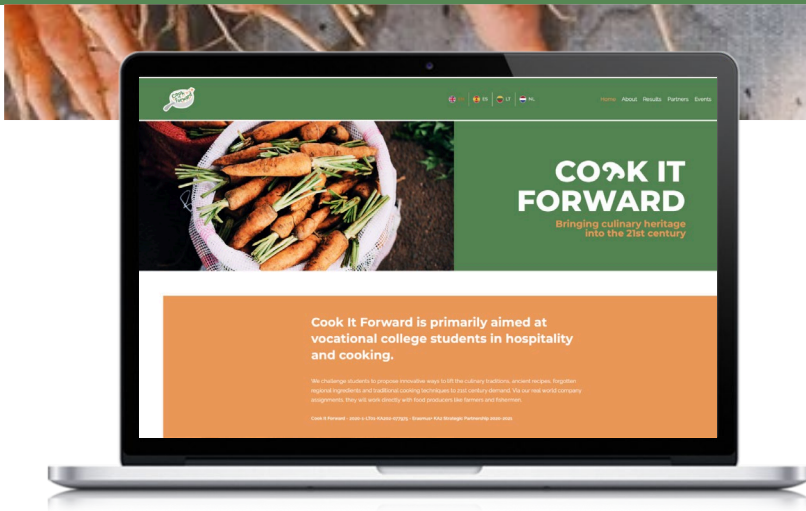
- Find yourself and know what your product is
- Put yourself out there and sell hard
- Always listen to your customers



Learning Outcome

The aim of the interviews and creation of this booklet was to give both students and food companies inspiration from already established food businesses.

The case studies make evident how valuable culinary and cultural heritage is to businesses and regions.



Follow our journey



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www.cookitforward.eu

