



 **glenisk**  
for an organic Ireland



**Deloitte**  
**Food & Beverage Seminar**  
**17 September 2013**





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www.glenisk.com



**1981**  
President Hillary  
at Glenisk  
Official Opening



**1996**  
We start making  
Goats Milk  
and Yogurt



**2007**  
Our new eco-friendly  
plant opens in Co Offaly



**1995**  
Glenisk goes  
Organic



**2009**

Glenisk Baby Yogurts  
go Sugar-Free



**2010**  
Our first Wind Turbine is installed



**2011**  
Glenisk Greek Style Arrives



**2012**  
Glenisk wins Best Managed  
Company Award



**2013** Our new Pop-Up Store opens!

**When was the last  
time you did something  
for the first time?**

Founded in one recession, with unprecedented growth in another, Glenisk's success is rooted in innovation.



## Glenisk ...

- Family-owned and operated producer of organic dairy and goats milk products
- Established 1987; Organic since 1995
- Partnered with Stonyfield Organic in 2006
- Committed to sustainability, one of the first verified members of Origin Green
- One of Ireland's fastest growing grocery brands
- Winner of multiple business, food and environmental awards





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Revenue Growth & Exports

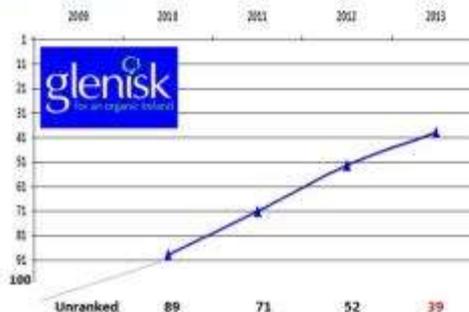
Sales are +25% YOY from 2008-2013

Exports now account for 20% of turnover



**Checkout Top 100 Grocery Brands 2013**

AC Nielsen and Checkout Magazine rank the top 100 selling grocery brands in Ireland each year. Unranked in 2009, Glenisk is one of the fastest growing brands in Ireland, reaching No. 39 in 2013.



**Glenisk Position**  
2009: Unranked  
2010: No. 89  
2011: No. 71  
2012: No. 52  
**2013: No. 39**

\* AC Nielsen - Published by Checkout Magazine, August 2013

Fastest Growing Brand!

**Glenisk 2008-2013**

Tripling of Market Share

Recommended Most!

**Total Yogurt (FDP) Market Share**



Source: AC Nielsen 11 August 13

**Brand Health: Net Promoter Score:**

Q: How likely are you to recommend each of the following brands of yogurt that you have tried on a scale of 0 to 10, where 0 means you definitely would not recommend it and 10 means that you definitely would?

	9-10 (Promoters)	7-8 (Passive)	0-6 (Detractors)
Glenisk	54%	29%	17%
Yogurt Brand B	36%	39%	25%
Yogurt Brand C	39%	39%	22%
Yogurt Brand C	42%	35%	23%
Yogurt Brand E	33%	41%	25%
Yogurt Brand F*	42%	36%	22%

Source: Bord Bia Consumer Research, May 2013

Net Promoter Score 2012	Net Promoter Score 2013	Va Category Score (Mean %)	Rank vs. Database 2013 (Score 1-17)
21%	37%	19%	34
6%	10%	-8%	130
6%	17%	-1%	115
13%	10%	1%	30
-8%	8%	-10%	
7%	20%	2%	





## Product Innovation ...

• Like all innovation at Glenisk, product innovation varies from major step changes to small tweaks – sometimes it's a recipe adjustment, a range extension, a format addition but sometimes it's an entirely new product concept with the potential to transform the business. Either way, we don't stand still.

• Product milestones include organic conversion in 1995; creation of goats milk range in 1996; Sugar Free Recipe Baby Products from 2009; Greek Style Yogurt in 2011; Pure Originals in 2012; Go-Yos in 2013.





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## Packaging Innovation ...

- Formats, Materials, Communications – we see the value in upgrading and leveraging our packaging ...
- Developing new pack sizes and formats to extend both our range and our usage applications – like new Go-Yos Yogurt Tubes
- Partnerships on-pack with like-minded partners – used to provide added value to customers, or to support our CSR programme:
- Materials – our Pure Originals are now produced in the first ever exclusively PET Big Pot Packaging, making them 100% Recyclable!





## Manufacturing Innovation ...

Initiatives include:

- Re building and future-proofing our manufacturing facility with a focus on sustainability.
- Commitment to renewable energy – installation of our first Wind Turbine in 2010, along with an unique reed bed system to manage waste water.
- Investment in renewable energy and piloting of electric vehicles.
- Partnering with suppliers to develop green infrastructure throughout the supply chain
- Glenisk is one of the first Origin Green Verified Members with a plan to become Ireland's first carbon neutral dairy.





## Marketing Innovation ... Upfront & Personal Pop Up



- Upfront & Personal (Shop Front/ Pop Up) - directly connected with customers during Summer 2013
- Showcased versatility of yogurt with fresh sweet + savoury dishes, using top Irish food producer ingredients.
- Aimed to: increase brand awareness and affinity; grow yogurt category through new usage occasions; build relationships with key stakeholders including customers, retailers, bloggers, media, partners and chefs.
- Leveraged via traditional, online & social media



[www.glenisk.com](http://www.glenisk.com)

## Further Information:

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