



**Food ingredients
Europe**

3-5 December 2019

Paris-Nord Villepinte
Parc des Expositions
Paris, France



**Natural
ingredients**



**Expo
FoodTec**



Dairygold Food Ingredients

Bringing a piece of Ireland
onsite to Fi Europe



Interview with Fionnuala Dore

Sales Operations Manager,
Dairygold Food Ingredients



Hi Fionnuala, could you give us an overview of Dairygold, who you are and what you specialise in?

Dairygold is a business-to-business manufacturer who supply premium cheeses and dairy nutritionals made from milk whey and casein to the international market. Some of our specialities include cheddar cheese, milk and whey powder, and infant formulae. We are also Ireland's largest co-operative supporting and working with thousands of shareholder farmers across the country. Our headquarters are in Cork in the south of Ireland, and we have offices in Spain, Germany and China. We work within the global market and are constantly adding value to our nutritional products through innovative research, and using industry-leading technology and world-class facilities.

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Fi Europe is instrumental for bringing us closer to our customers; we have managed to take a piece of Ireland and put it onsite in Frankfurt for three days.





How has this year's show gone so far and what do you feel are the benefits of exhibiting with us?

We have exhibited at Fi Europe for many years but always as part of the Bord Bia (The Irish Food Board) stand. This year we decided to have our own Dairygold stand to launch our new brand, increase our brand awareness, and to present ourselves as the leading dairy nutrition company.

We chose to exhibit at Fi Europe as our target audience is well represented here.

A lot of our customers are based in Germany and wider Europe, so this is the perfect opportunity to meet them all in the one place, as well as meeting potential new clients of course. Many of our Asian customers are here also, so it's really great to be able to meet them all too.

This year as part of our independent presence we also arranged a networking drinks event at our stand on the first evening. We had a great turnout, and it was a really good way to connect with our customers in a more casual way.

What are your general objectives for exhibiting and did you achieve your goals?

Dairygold have rebranded very recently and we felt that this was the right time and place to launch our refreshed brand. Our stand and its location helped us make Dairygold visible and get the word out that we are back after being fairly quiet over the past few years.

We are really happy with our stand, and our objectives for the event have definitely been achieved. We feel that we have managed to bring a piece of the golden valley to Frankfurt!

And finally how would you summarise your partnership with FiE?

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WHY EXHIBIT AT FI EUROPE & NI?



Be present at the only truly global food and beverage ingredients event in the industry



A key platform to meet with the largest local players in France, one of the top 5 F&B markets in Europe



Monitor your competitors: we have participants from every food ingredient segment, from start-up companies to global brands



Network with senior level manufacturing executives and C-suite professionals

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Are you curious about your opportunities at Fi Europe & Ni? Click **here** for a free consultation!

GET IN CONTACT WITH US

Contact our sales team to find out more about exhibiting at Fi Europe & Ni.

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