

DON'T JUST PLEASE IT – CHEESE IT!

AN UNUSUAL TITLE MAYBE BUT 'CHEESE IT' IS THE NAME OF A NEW PRODUCT ABOUT TO BE LAUNCHED BY IRELAND'S LEADING PRODUCER OF INNOVATIVE CHEESE INGREDIENTS FOR THE FOOD INDUSTRY, INGREDIENT SOLUTIONS. FORMED IN 2000 AND BASED IN BOHERBUE, CO.CORK, THE MANUFACTURER MAINTAINS THE HIGHEST QUALITY AND HYGIENE STANDARDS SET BY IRELAND AND THE U.K. FOR PRODUCING SHREDDED AND GRATED CHEESE.

Managing Director Ian Galletly says, "I had already been in this business sector for 14 years, mainly involved as a junior partner and I now felt the time was right to strike out on my own. When we set up Ingredient Solutions, our aim was to produce

innovative cheese ingredients for the food industry. The Boherbue site was chosen as it is in the heart of the cheese-producing region of Ireland, which has the advantage of allowing us easy access to 70% of our raw materials."



The company is BRC accredited at level A and was one of the first in Ireland to be BRC accredited."

Today, Ingredient Solutions produces a diverse array of quality cheese products for the manufacturers of ready meals, snack foods and the foodservice industry for both home and export markets. The product range includes a variety of block cheddars and mozzarella and grated cheddars and mozzarella. The company also produces diced, shavings and crumbed cheeses, such as diced mozzarella, Parmesan shavings and blue cheese crumb.

In addition, Ingredient Solutions produces bespoke blends made to its customer's specification; these products are produced in conjunction with our new product development team, which liaises with its customers to produce a product that is tailored

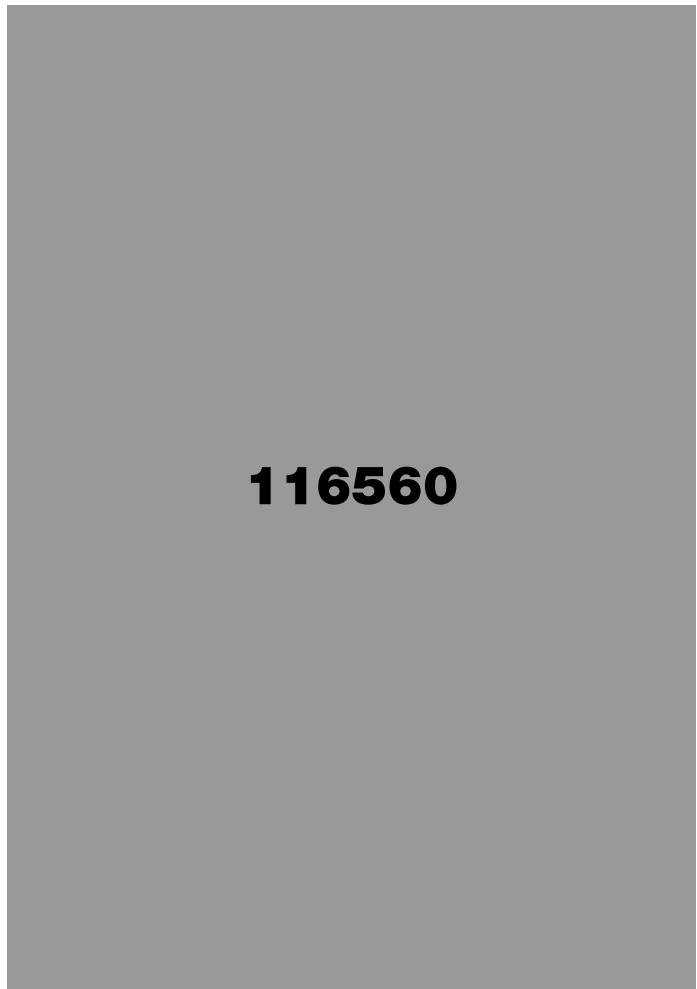
"I started the company from scratch and today we have a turnover of €21 million pa and are producing an operating profit of €600k pa in a very difficult market. Our products are indirectly in every supermarket in the UK and Ireland; we sell our products to blue chip ready meal and food service manufacturers. We also contract pack product for 3 of the biggest dairies in Ireland and export to Europe with customers in Denmark, Spain, Germany and Malta.

to their individual needs. One immediate result of this is the company's first retail product – Cheese It – individually wrapped cheese slices under its own product brand, Yellow Road.

In reply to the question, how do you see things, Ian replies, "We have recently invested €200,000 in a new cutting line and have recently picked up some new contracts in the UK – which currently accounts for about 75% of our sales. We continue to work closely with our existing customers; we carry out "Cheese learning Days" for our current customers and with the R&D departments of our target new

customers. In the past three months, we have sent out 129 samples of different cheese types to our clients and in that process have helped them launch 24 new or greatly improved products. Our aim is to double our sales team in the UK and to start to penetrate the European market further by employing European agents in Germany and Scandinavia. To that end we have two project teams working on shaping up our European growth strategy."

FOR FURTHER INFORMATION PLEASE TELEPHONE 00353 297 6981 OR VISIT WWW.INGREDIENTSOLUTIONS.NET.



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