



CONOR CAHILL
HEAD OF SCIENCE & INNOVATION

30 YEARS

NECTAR FOOD PLUS+





GREAT INGREDIENTS, GREAT FOOD.

30 YEARS



We Started From Simple Beginnings...



GREAT INGREDIENTS, GREAT FOOD.

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To Become Europe's Leading Cooked Meats Ingredients Company



GREAT INGREDIENTS, GREAT FOOD.

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Employing 900 People
Exporting To Over 40 Countries



PLANT 1
NAAS, IRELAND



PLANT 2
NAAS, IRELAND



PLANT 3
NORTHAMPTON, UK



DAWN FARMS
DISTRIBUTION
INTERNATIONAL
LOGISTICS



GREAT INGREDIENTS, GREAT FOOD.

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We are a Specialist Producer of Multi-Species Cooked, Fermented & Dried Meat Ingredients....





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...For Pizza, Sandwich, Ready Meals & Snacks





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Our Products Include Crumbles, Ham Toppings, Chicken Strips and Meatballs...





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Including Pepperoni, Salami and Chorizo





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Our Specialist Cooked Bacon Facility In The UK





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All Our Products Are Ready To Eat, Individually Quick Frozen (IQF), Or Chilled

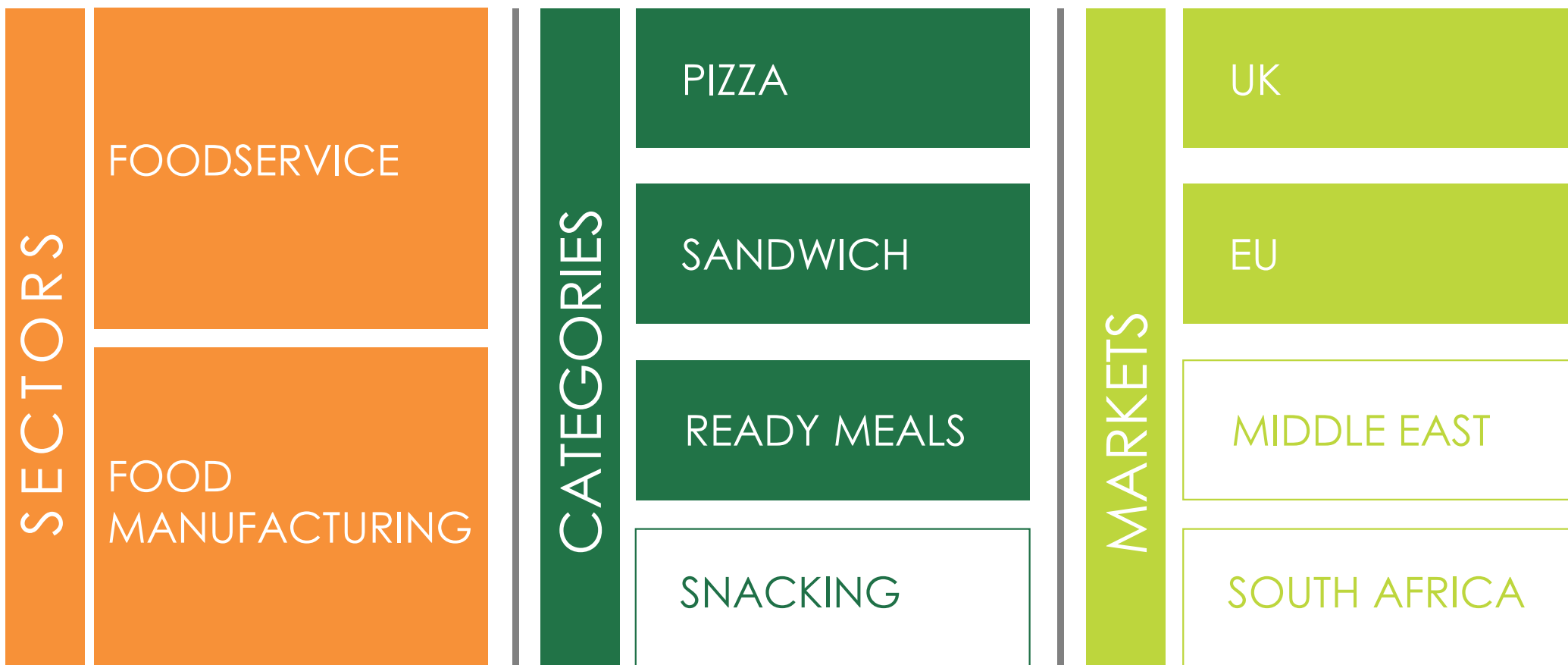




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Sector & Market Segmentation



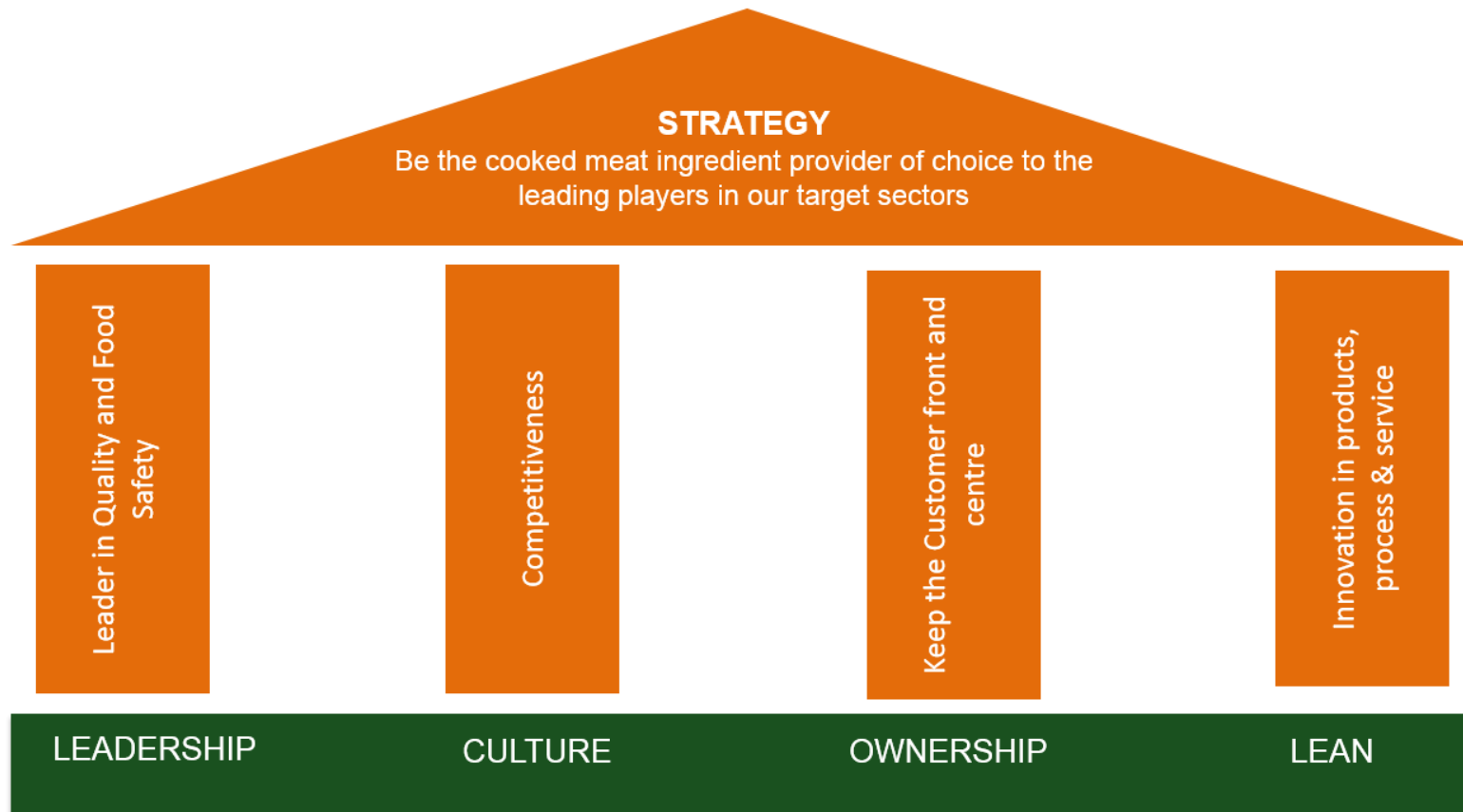


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Mission

To Be The Preferred Partner For Cooked Meat Ingredients To Our Customers And Grow A Sustainable Business Providing Security For Our Employees And Profit For Our Stakeholders.





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OUR ADDED VALUE PROMISE

“EVERYONE IN THE COMPANY MUST SUPPORT THE CUSTOMER OR SUPPORT SOMEONE WHO DOES.”

NECTAR

OUR WORLD CLASS NPD STAGE GATE PROCESS

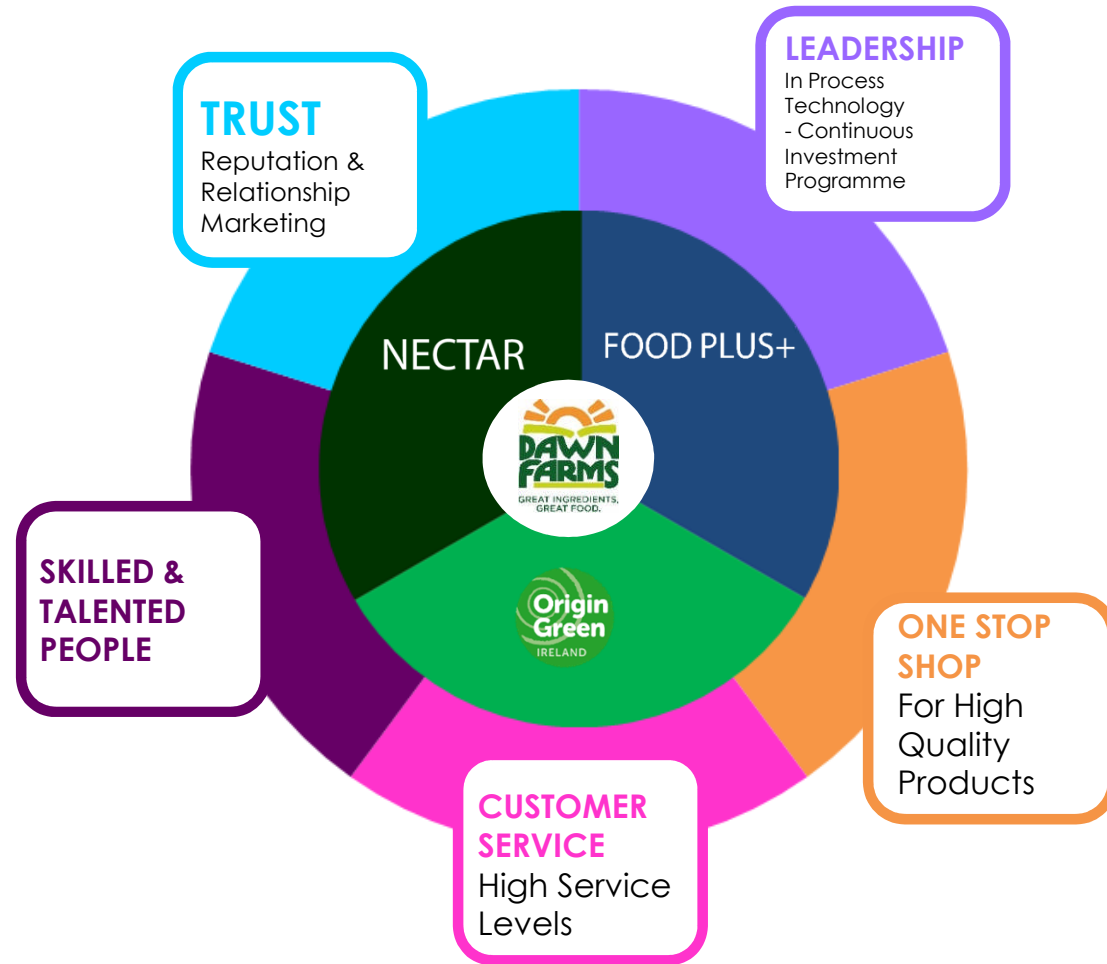
FOOD PLUS+

OUR ENHANCED FOOD SAFETY & QUALITY SYSTEM



Working with nature

NATIONAL SUSTAINABILITY PLATFORM,
LEADING THE WAY IN SETTING
CHALLENGING ENVIRONMENTAL TARGETS.



FROM FOOD GRADE TO FOOD PLUS +



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FOOD PLUS+

INDUSTRY STANDARDS

- REGULATORY COMPLIANCE
- AUDIT COMPLIANCE
- SPECIFICATION DRIVEN
- SOPS AND HACCPs
- BROAD BASE SANITISATION

+ DAWN FARMS STANDARDS

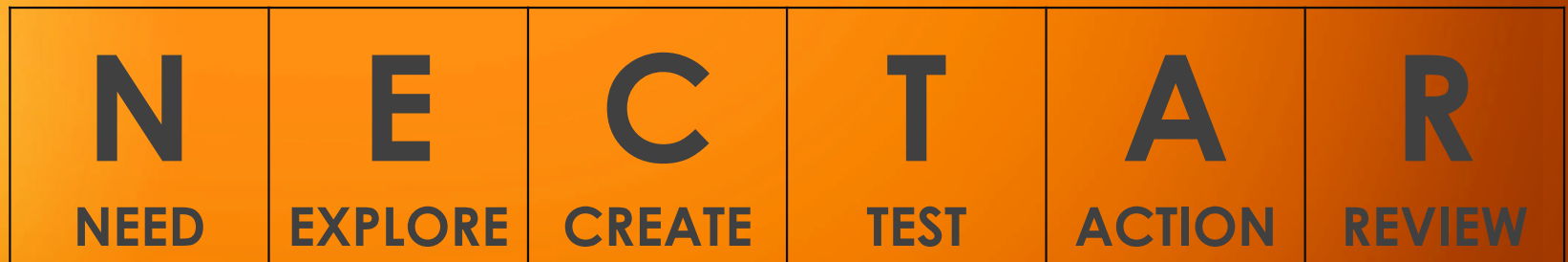
- POSITIVE RELEASE
- 24 HOUR MICRO SURVEILLANCE
- PATHOGEN PROFILING
- 'DEEP DIVE' PROTOCOL
- LABORATORY PROTOCOLS
- HEAT TREATMENT
- ZONED BIOSECURITY
- RISK ASSESSED VENDOR MANAGEMENT
- VALIDATED CLEANING
- USE OF GLOBAL INTELLIGENCE
- EXTERNAL FOOD SAFETY ADVISORS
- STRATEGIC ALLIANCE PARTNERSHIPS
- EXTERNAL CERTIFICATION
- DESIGN – PRODUCT, PROCESS
- FOOD SAFETY CULTURE

NECTAR

Taking products from
INSIGHTS to **CONCEPT** to
PRODUCT LAUNCH...

IDEA GENERATION/
EXPLORING OPTIONS

REALISING AND EXECUTING THE CONCEPT



NECTAR

DIFFERENT TYPES OF “INNOVATION” REQUIRED

VARIANT NPD



ADAPTIVE NPD



STEP CHANGE INNOVATION



NEW TO MARKET INNOVATION



EXISTING PRODUCTS BUT
WITH DIFFERENT
FLAVOURS

(CAT 2+)

A MINOR CHANGE TO
PROCESS, PACK, PORTION OR
PRODUCT SIZE

(CAT 3)

A SIGNIFICANT CHANGE TO
PRODUCT OR PROCESS HERE
AT DAWN FARMS THAT
WOULD OPEN NEW MARKETS
OR OPPORTUNITIES
(CAT 4)

A GENUINE NEW
PRODUCT, PROCESS THAT
WOULD GIVE DAWN
FARMS A COMPETITIVE
EDGE IN THE MARKET
PLACE



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NECTAR INNOVATION STRATEGY



INSIGHT DRIVEN INNOVATION PIPELINE



- FLAVOUR EXCITEMENT
- SNACKING
- PULLED
- RUSTIC & NATURAL



CUSTOMER CENTRIC INNOVATION



- 28 IN S&I TEAM
- COOKED MEAT EXPERTISE
- INNOVATION EXPERTISE



NEW OPPORTUNITIES THROUGH SUPERIOR TECHNOLOGY INNOVATION



- PULLED MEATS
- SOUS VIDE
- CONTINUOUS COOKING
- FERMENTATION
- NEW CAPABILITY IN TECHNOLOGY FUNNEL



HEALTH & WELLNESS LIFE STYLE & ENERGY



- NUTRIENT TARGETS
- FUNCTIONAL INGREDIENTS
- HEALTH CLAIMS
- OPEN INNOVATION WITH UNIVERSITY PARTNERS



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NECTAR FOOD CHOICES

CASUAL IS KING

INFORMAL INDULGENCE + FULL ON FLAVOUR
+ GOURMET FESTIVAL + HANDHELD SNACKS
+ SMALL PLATES/SHARING DISHES

STORY TELLING

SEARCH FOR MEANING & EMOTIONAL
CONNECTION + AUTHENTICITY + REGIONAL/
SEASONAL + CRAFTSMANSHIP + HERITAGE
/ANCIENT/ RETRO

AMERICAN FOOD

POSITIVE/ EMPOWERED HEALTH + NATURAL/FREE
FROM E.G. GLUTEN + RUSTIC IN APPEARANCE +
HEALTHY SNACKING E.G. HIGH PROTEIN +
BETTER FOR ME INDULGENCE



HEALTH HIGH ON THE AGENDA

FLAVOUR ADVENTURE + BOLDER FLAVOURS +
APPETITE FOR SPICIER FOODS/CHILLIS + MORE
COLOURFUL, TEXTURED FOOD (RAW/FERMENTED)

RESTLESS PALATE SYNDROME

DIRTY DUDE FOOD – EAT WITH YOUR HANDS, MEAT
IS THE HERO + GOURMET BURGERS + HOT
DOGS/CHICKEN WINGS/RIBS + NY DELI
SANDWICHES

CUSTOMISATION

HAVE IT MY WAY – FREEDOM AND CONTROL
+ COLLABORATION/ CO-CREATION OF IDEAS
+ SUBWAY FRONTRUNNER HERE + MCDONALD'S
MY BURGER . BURGER KING 'HAVE IT YOUR WAY'
. PIZZAEXPRESS – PIZZA BUILDER



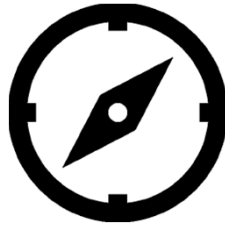
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NECTAR TRENDS COMING THROUGH...



**PROVENANCE
& STORYTELLING**



**FLAVOUR
ADVENTURE**



**NATURAL/FREE
FROM/LOW IN**



**RUSTIC/LESS PROCESSED
IN APPEARANCE**



**HOT EATS FOOD
TO GO**



**APPETITE FOR HEAT
/SPICIER FLAVOURS**



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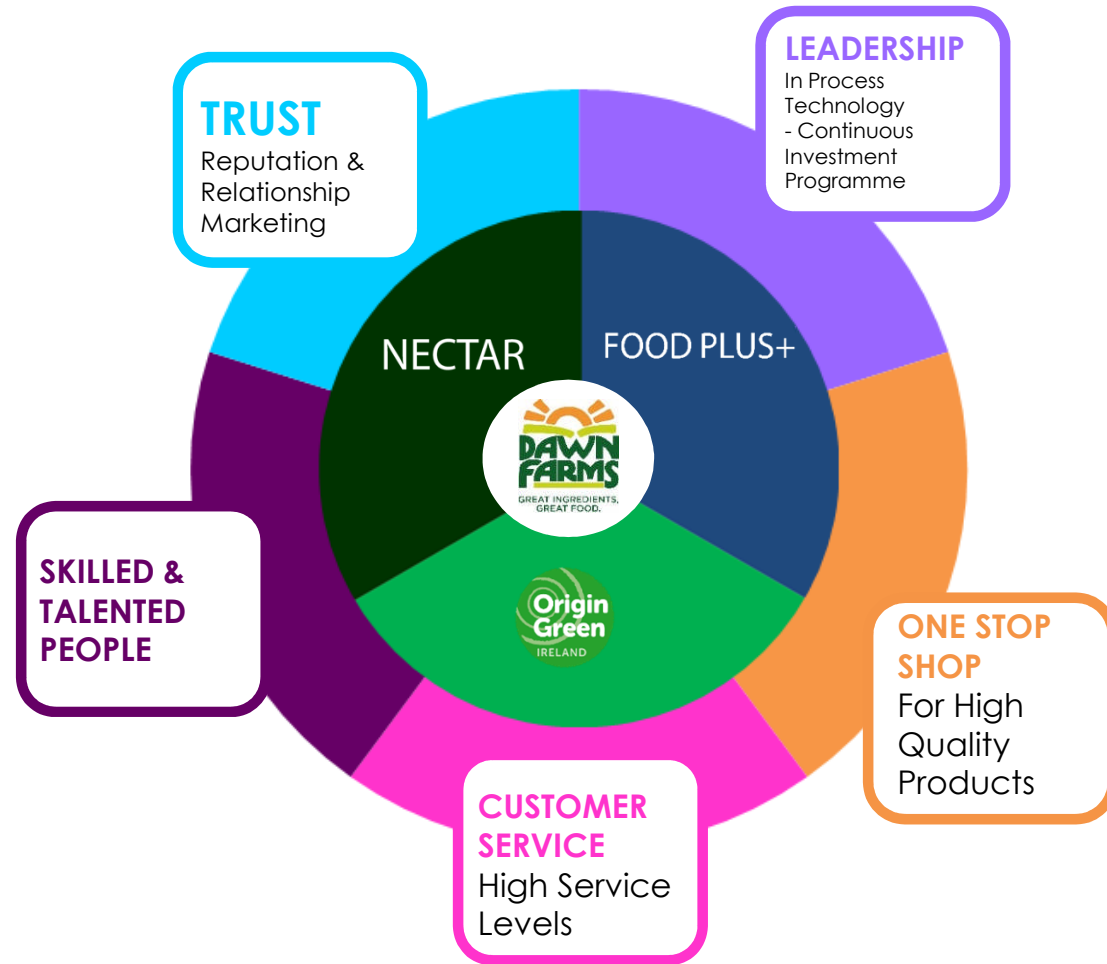
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