



# Taste Causeway

Northern Ireland

[tastecauseway.com](http://tastecauseway.com)

   @tastecauseway



Slow Food Causeway

# WHAT DOES COLLABORATION LOOK LIKE?

95 producers, hospitality, retail and experience providers  
representing approx. 1450 full time employees

Collaborative Selling -  
Retail, Producer trade  
shows and Tourism  
Trade shows

Collaborative Innovation –  
product, visitor  
experiences and  
hospitality

Collaborative Support –  
sharing of information,  
advice and opportunities

Awards, Accreditations  
and collaboration with  
INVEST NI, DAERA,  
ENTERPRISE CAUSEWAY  
TOURISM NI, HOSPITALITY  
ULSTER

12 companies completed  
Invest NI Capability  
programme

21 companies achieved  
Invest NI client status

40 out of 75 innovation  
vouchers since Nov 2019  
Food & Drink related  
(53%)  
21 with Foodovation

23 companies completed  
Innovate US through  
NWRC Foodovation

**ADDITIONALITY - FUNDING RAISED DIRECTLY BY TASTE CAUSEWAY****TOTAL £657.5k**

CCAGBC 2017- 2022	circa £100k
Invest NI Collaborative Growth Programme	£244K
Tourism NI Market Led Programme 2021-22	£133K
Tourism NI Giant Taste of Causeway Coast and Glens Sponsorship	£31K
DAERA Co-Op Scheme for Local Retail Development programme	£30K
Taste Causeway and NWRC Safe and Alert Accreditation	£45K
DAERA Agri-Food Programme	£18K
Tourism Ireland IMAP support	circa £6.5K
Enterprise Causeway Peace IV	£10k
CIC Membership and Income generation activity circa	£40K

# New Members since Jan 2024



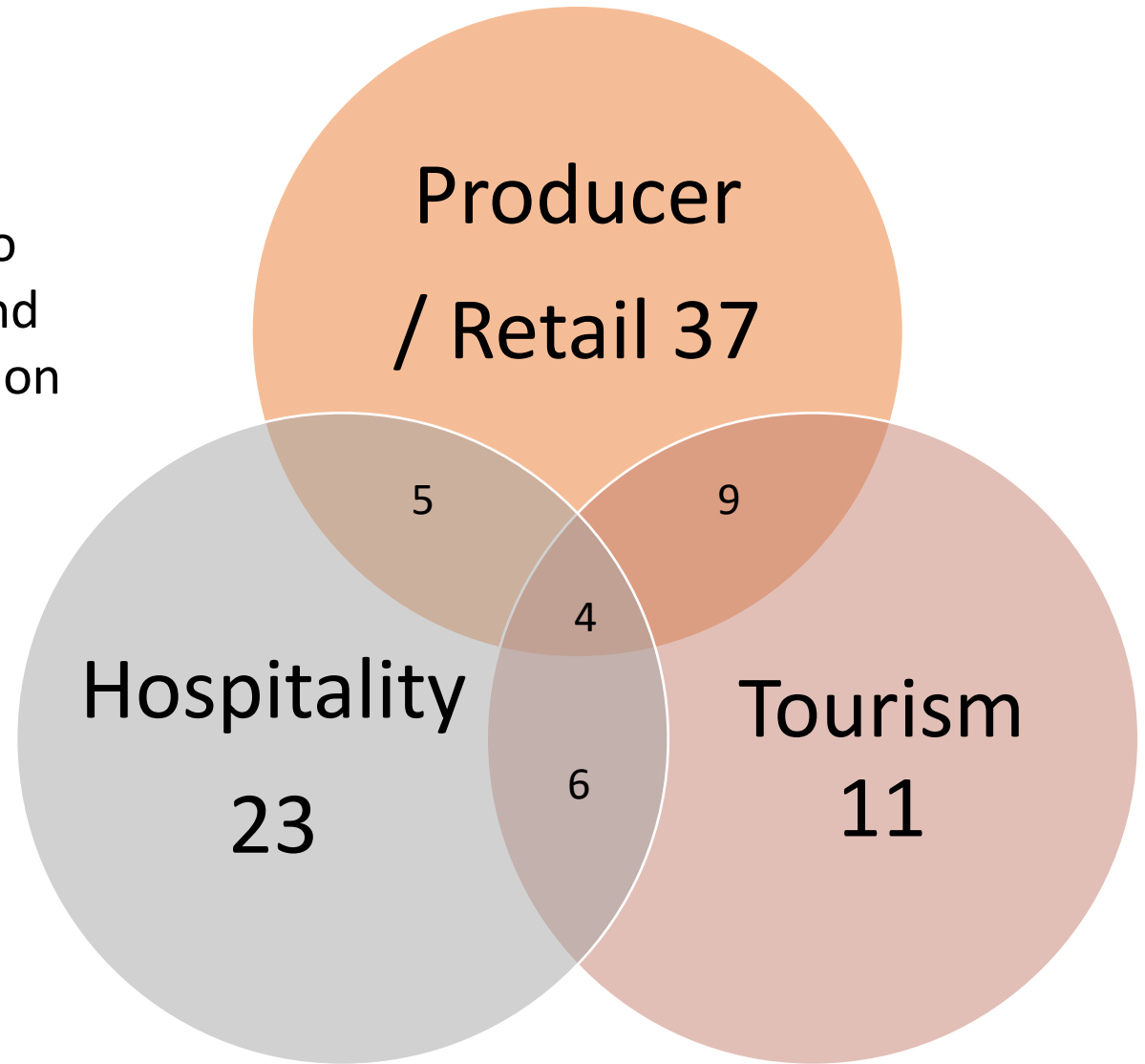
- North Coast Cocktails
- Armada Fruit and Veg
- Bann River Cruises
- Crindle Bespoke Experiences
- Curran Gate Apartments
- Glens of Antrim Distillery
- Ella Mor Outdoor Adventures
- Causeway Boats
- Pie in the Sky
- Neighbourhood Collective
- Courthouse Shared Space
- Portrush by the Sea (processing)
- Temple Cove Café (processing)
- Bushmills Town House (processing)



19 Finalists inc. 8  
Gold Awards, two  
Best in County and  
Supreme Champion



42 Gold Stars





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## A Taste of Slow Food

### THE FULLERTON ARMS

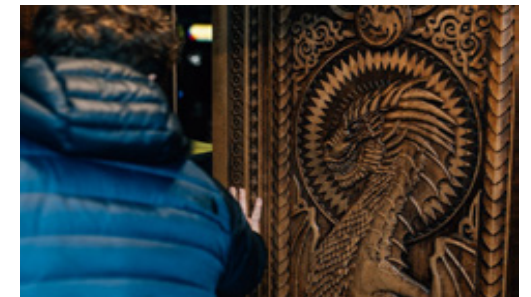
A trip to the Causeway Coast and Glens is not complete without a visit to The Fullerton Arms, a historic hostelry dating back to the 1700's.

Loved by locals and visitors alike, the current owners have continued the tradition of providing genuine Irish hospitality, with a real focus on local produce and are famed for pouring the best pint of Guinness in the cosy traditional pub with its cosy fires.

The Fullerton Arms is located within walking distance of the famous Carrick-a-Rede Rope Bridge and a number of famous filming Game of Thrones locations, including Ballintoy Harbour setting for exterior Pyke shots and the Iron Islands. It is the ideal setting for one of ten famous Game of Thrones doors.

A complete refit of its 10 bedrooms and ensuite bathrooms was inspired by the hotel's coastal setting and surrounding landscape.

The talented Chefs at The Fullerton Arms have fully embraced the local food revolution and have gained a reputation for its locally sourced seasonal menus and local gin and whiskeys pairings. It has recently been awarded its Slow Food accreditation. The Moulerie@Fullerton Arms or Mussel Bar, offers a choice of six sauces served with locally sourced mussels, including "Fullerton", a Classic Moules Mariniere, "Corndale" a tomato based sauce featuring Corndale Chorizo and "1608" Bushmills triple distilled whiskey provencal sauce. All served with home-made wheaten bread and frites and accompanied by a freshly pulled pint of Guinness. The Moulerie@Fullerton Arms is available daily in the bar. Slainte!





**Giant  
taste**  
of the Causeway  
Coast & Glens





# Giant taste

of the Causeway  
Coast & Glens



## 2023 TRADE SHOW CALENDAR

- Senses of Ireland, Canada
- IMEX America 2023
- USA Luxury Summit 2023
- ITOA Inbound Tour Operators Association
- World Travel Market London
- Meet The Buyer, Belfast
- Invest NI Food and Drink Trade Show, Belfast
- Love NI Food, Belfast

# Our Ask (Summary)



Develop a new collaborative model to the development of our food and drink sector and promotion of our food destination (business/Council and key stakeholders)

Develop opportunities to widen the membership, while keeping the quality and provenance of our local food and drink intact.

Cross-cutting strategic focus on Place, Tourism, Investment and Business Support.

Build on established, trademarked brand, fully aligned with Causeway Coastal Route and NI EAGS

## Share staff resources and expertise

- TC have appointed own Member Support Officer (includes digital content creation)
- Working with relevant officers in Tourism and Business Support Teams to prioritise agri-food as key sector in Sub-Regional Plan
- External funding application/lobbying/representation

# Our Ask (Summary)

## Interim Funding up to end March 25 - £23k (6 months from CCAGBC)

- £12.5k - funding from Leisure and Development budget to cover core funding /match fund committed projects
- £10k – ring fenced from Tourism Budget for Destination Marketing/ Tourism Trade Shows/Fam Trips specific to food and drink within wider destination marketing offer
- Commitment to explore all funding opportunities with key stakeholders
- Delivered through a Service level Agreement (SLA)

# What we will deliver

Networking/  
Collaboration  
opportunities for  
food and drink  
businesses.

Signposting and  
business support  
directly related to  
the sector.

Further Development  
of Member's Digital  
Support Platform

Giant Taste  
Tradeshow (part  
funding secured  
DAERA. Enterprise  
Causeway)

Attendance at  
targeted Trade Shows  
(B2B and B2C)

Support to deliver  
Foodovation Food  
Innovation Hub  
(Growth Deal)

Joint Destination  
Marketing initiatives  
with Tourism Team.

PR and Fam trips  
showcasing the local  
food and drink offer

Marketing/promotion  
to raise visibility of TC  
brand in retail etc.

Projects for Bushmills  
Creative Hub (part  
funding secured)

Administration,  
Project Management  
and Business  
Engagement

Strategy  
Development,  
Lobbying

Funding applications  
relevant to sector

“Taste Causeway network has become the vertebrae for the SME food & drink producers, tourist providers, regional stakeholders, knitting everyone together yet providing an agile framework that allows the members to collectively respond to challenges and opportunities. The ecosystem created and nurtured by Taste Causeway is unique and an asset to Northern Ireland, adding value to private and public sector in ways that could not have been anticipated.”

**Linda Jamison, Invest NI**






<https://vimeo.com/926257970>



Thank you

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