

A woman with dark hair in a ponytail, wearing a dark uniform, is shown in profile, focused on her task. She is pouring coffee from a small white bowl into a white mug. The mug is part of a set on a black tray, which is placed on a white tablecloth. The background is a blurred indoor setting with green plants and a window, suggesting a cafe or hotel environment. The text "OUR QUALITY PROMISE" is overlaid in white, bold, sans-serif font across the middle of the image.

OUR QUALITY PROMISE

Our ability to provide fresh, locally sourced, seasonal nutritious menus, our strategy to maximise the quality and freshness of our food and the initiatives we undertake to remain leaders in food presentation and changing consumer trends is detailed below.

OUR MENUS.... LOCAL, SEASONAL & FRESH

We believe the best flavour comes from quality local produce which means fresher food, support for local farmers and suppliers and it protects the environment. Most importantly, our customers like it that way. We work in partnership with our distributors to support local farming and commerce, ensuring traceability and keeping us closer to the people who produce it. In fact, we do everything we can to ensure the food on our customers plate is seasonal, fresh, tasty, healthy and local. We have a rigorous pre requisite purchasing program in place and only the highest quality, grade and seasonal fruit, vegetable and meat is sourced from Quality Assured suppliers.



FARM TO FORK - DIRECT SOURCING IN IRELAND



FRUIT AND VEGETABLE

Knights Catering use Keelings Farm Fresh for all our Fruit and Vegetables. Keelings is a 100% Irish-owned family business, focused on growing, sourcing, shipping, marketing, sales, distributing fresh produce and supplying first-in-class produce. We have a preference to source products locally where we can and when the products are in season and our supplier have contracts with the local farmers. Knights Catering have been purchasing from this source for a number of years. This gives us access to the freshest of products and the product does not have to travel far to reach our customers plates. Not all fruit and vegetable products can be sourced in Ireland and because of this we are only dealing with a major supplier that have sourced around the world to supply Knights Catering with new season products on going.

MEAT

Knights Catering only use Irish red meat and lamb, we source this through our supplier O'Mahony Meats and Keepak who buy directly from the farmers. Both the farmers & our suppliers are part of the Bord Bia quality scheme which has controls in place to monitor the meat products from farm to plate. This helps us support our own local industry as well as cutting down on the carbon footprint.

PORK, SAUSAGES AND PUDDING

O' Mahony Meats, La Rouse and Pallas Food are Knights Caterings' suppliers for pork products, sausages, pudding and cooked meats. All pork products are sourced from Irish farmers. They are members of the Bord Bia supply chain assurance scheme.

POULTRY PRODUCTS

All our fresh chicken and turkey are both reared and processed in Ireland for the Irish business. All the poultry, both chicken and turkey, we buy from O'Mahony Meats is sourced from local farmers in Co. Cavan and Co. Mayo. The feed for the poultry is sourced from local mills.

CHEESE

The Tipperary Cheese Company & Pallas Foods provides all our blocks and grated cheese. The source of the Cheese from both can be easily traced to the cow, as well as its process from the field to table.

FISH

Kish Fish have been in the industry for years and are strategically placed to allow them to purchase their fish direct from the source: the trawlers, giving our customers the freshest Irish Coastal fish possible when the climate and catch allows. With our suppliers based around the country they have no distance to travel to supply our units.

QUALITY CONTROL



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Our QA policy together with our tight controls and pre requisite purchasing programs guarantees that we are sourcing the best quality, local and seasonal produce possible in order to deliver the suite of menus for both our restaurant Woodfire and Green and catering company, Knights Catering.

FOOD SAFETY MANAGEMENT SYSTEM

Part of our Food Safety Management system requires that our Chefs and CPU Manager have procedures in place to monitor the quality of food that comes through our doors on a daily basis. This entails visual and product checks at each stage of our food process: delivery onsite, pre storage, storage and the end product. If any good or product that arrives onsite into our CPU is below our specification it is rejected and returned to the supplier. We also operate a strict rotational policy to ensure our food products are consistently fresh.

To assist with ensuring we meet all regulatory standards & that our records are up to date and current we have employed Food Safety Excellence Ireland (FSEI) as our independent food and safety advisors. FSEI work in conjunction with of our food business operations and together we have developed and implemented our documented Food Safety Management Systems based on HACCP Principles.

FSEI is a well-established food safety consultancy in the retail, catering and food manufacturing industry. FSEI specialize in HACCP Implementation, food safety & hygiene training and monitoring of food safety standards.

We are audited every quarter by FSEI.

In addition to audits by FSEI other strategies we undertake to ensure consistent delivery of the end product for our menus include the following:

- **Product Testing Forums:** Product tasting is undertaken on a quarterly basis with senior development chefs, and marketing. The scope of these sessions includes:
 - Reviewing current products and benchmarking them against alternative products
 - Considering health and nutritional aspects of products
 - Deciding whether to include or remove products, depending on the business needs
 - Testing and introducing new product innovations

This is done for both for our restaurant, Woodfire and Green and Knights Catering.

- **Customer Feedback:** We conduct surveys through Survey Monkey to engage with our hospitality clients regarding the quality of our menus and daily direct face to face feedback with our restaurant customers.
- **Weekly Management Meetings** take place to constantly feed information back to the culinary team with regard to the quality of our food perceived by our customers

STAYING RELEVANT



Like many industries, the food industry faces a variety of challenges keeping up with the rapid pace of change driven by consumer trends and changing demographics.

Growing preferences for healthier food options, concerns over environmental sustainability, increased competition from grocery stores, heightened consumer expectations, and rapidly advancing technology are reinventing the traditional dining experience and forcing change on how the industry operates. Staying relevant and at the cutting edge of what's on trend is a vital ingredient in our business model.

Over the last 30 years in business we have won awards for our menus, we have catered for King and Queens, State Dinners and High Profile Events for Global Corporate Companies. We own and operate a highly successful, thriving and busy Restaurant; Woodfire and Green, located in the heart of Sandyford Business District, serving the business & residential community both during the day and at night. We are regarded as experts in our field and one of Ireland's leading catering companies. We are constantly innovating with respect to food, menu choice, presentation and execution and we have the following initiatives in place to ensure we remain the leaders in our field:

- **Collaborations:** We look to partner with experts in certain fields of our business, to ensure our content is relevant, in line with current legislation and to gain insight into the ideas of people outside of the business in order to strengthen our competitive landscape. We are currently collaborating with a Nutritional Therapist Katri Leskinen to guarantee we are up to date with the latest eating patterns and that our menus are nutritionally balanced
- **Food Tours:** We visit Food & Industry Exhibitions, Food Fairs, Artisan Farmers Markets, Craft Fairs so that from a culinary point of view we are current and always looking for ways to innovate and deliver new ideas into our culinary world
- **New Product Development (NPD) Forum Days**
The purpose of these quarterly sessions is to introduce senior development chefs, sous chefs and marketing to potential new suppliers who have a service offer, or to ingredients not currently used within the Knights Catering portfolio. Recent NPD forum days included presentations from La Rouse Christmas and hospitality products, Butlers Chocolates on Christmas chocolates, Ashleigh Meats on their unique approach to pork production, and frozen fruit & vegetable Keelings on expanding the range of products we purchase and on their techniques for freezing immediately after harvest
- **Catering Equipment:** We subscribe to catering manufacturers brochures and receive regular updates with regard to new catering equipment for food presentation and regularly visit their showrooms to view any new products that may launch
- **Competitor Landscape:** We keep a close eye on our competitors

- **Ongoing Research:** We live in a culinary inspired world and food is our business, so we are constantly looking for ways to upskill our team and develop our repertoire of innovative dishes and the way we present our food
- **Master Classes:** We attend Master Classes to further develop our team on different types & styles of cuisine with leaders in that field
- **Food Styling:** We invite suppliers and category leaders into our kitchens to present present and develop new ideas for Food Styling
- **Social Media / Pinterest:** We follow Food & Culinary Influencers & Food Bloggers to keep intune globally with current trends and keep our finger on the pulse