



Breac.House

A modern retreat at the far edge of
Ireland

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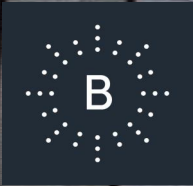


- What and where ?
 - Opened in July 2017
 - A modern retreat – a home from home
 - Food is a core element
 - Very small so can deliver a highly personal service
 - Horn Head – area of outstanding natural beauty
- Our Vision for Breac.House
 - New audiences
 - Authentic experience
 - Connecting design, architecture, food, natural beauty & heritage
 - Connecting to People – makers, producers, suppliers, growers



- Guiding Principles
See, Taste & Experience

- Unapologetically Donegal first then the Best of Irish
- Consistent approach from building design and fit out, products and food
- Constant referencing of makers, designers producers, suppliers and local businesses
- Collaborate and Communicate



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Our Food Story

- Driven by our absolute belief that Food is a core element of the travel experience – Connection
- We have some of the best ingredients in the world but take them for granted
- Old skills in a modern context
- Making the Simple Special – Breakfast, picnics , cakes
- Working in partnership with suppliers, producers and restaurants – good for everyone
- Making it real – Day to day, Special Food events



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Making it Real – Day to Day

- Belief and passion – there are easier ways
- Building relationships with all suppliers and constantly referencing them-website, in room info, social media, food festivals etc
- Local ingredients drive menu design – as true for breakfast/lunch as for anything else
- Seasonality matters

Breac.House Breakfast



Breac.House Picnics





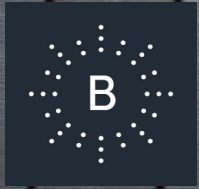
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Making it Real – Events

- Not just another dinner
- What makes this a little bit special
- Donegal chef delivering a tasting menu celebrating products we can see from our window
- Open kitchen with demo elements
- Supplier attendance
- Take away souvenir
- Follow up post booking

Ciaran Sweeney @ Breac.House





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Our experience

- Relationships with local businesses, restaurants and suppliers
- Media interest
- Guest profile
- Guest reaction
- Bookings and repeat business



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Lessons

- Celebrate the everyday – never take what you have on your doorstep for granted
- People respond to personal stories
- Visitors like to connect with local people and feel they are contributing
- Events – big market for something different and real
- You cannot plan too early
- Now planning 2019 events – enquiries started



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- Our website www.breac.house
- Questions ?
- cathrine@breac.house