

A Sense of Ireland learning journey.

Case Study: The importance of food stories.

We recognise the power of storytelling all around us in our lives. The emotional attachment we feel to 'stuff' is generated through the power of the story that lies behind it.

As a working group on The Sense of Ireland trip we had the opportunity to meet many people & listen to their food stories. Chefs whose story was told through the smells, tastes & appearance of their food. Businesses whose story was shown through décor & surroundings which allow you to be whisked into a new world. The senses are captivated by the fusion of taste and place, smell and sight where customers feel part of the wider narrative of the menu and restaurant. On our learning journey we looked for the answer of how & why a food story is made. The straight forward answer seems to be in personal relationships. The more a business can relate to an individual on a personal level, the increased emotional attachment that individual will have to them.

When hearing a big brand name aloud it will trigger an emotional response.

When locals of the Tallaght area of South Dublin were offered a Costa coffee experience the multinational was shunned due to the negative sentiment to this brand & the local artisan café within the Partas Enterprise centre won the business.

If we take The Happy Pear brothers as an example of personalities and brand who live and breathe their story. It could be said that everything that their recipes and restaurants stand for is encapsulated in the boys themselves. The playful wit, enthusiasm, healthy eating story is their story which is something that the consumer buys into and when taking a seat at their restaurant they are open to the concept also - the selling of signed recipe books in the restaurants offers consumers the opportunity to recreate the experience themselves at home.

For any small business, these stories are critical to the success and growth of the brand but, particularly in the food industry, personal



narratives facilitate a deeper connection between the food and consumer.

The food stories seminar group on the Erasmus funded/Ayrshire Chamber of Commerce Ireland trip decided to enhance our digital skills and use the medium of Instagram to capture our learning journey. We hope you enjoy seeing our journey through the food stories of a number of Irish businesses on our platform “Foodstoriesteam” on Instagram. It is anticipated that we keep this account live, and add to it as part of our legacy.

<https://www.instagram.com/foodstoriesteam/>

TD Joe McHugh Minister of state for Gaelige, Gaeltacht and the islands with the food stories team.



Stuart Fraser

John Coghil

Jane Howe



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Deb Macken

Hilary Kerr

Robert Singer

Livia Alexander

