



Dario Macari – Commercial Director- Romayos Ireland





## Romayo's Diner – What we do:

*We are renowned locally for our very high-quality food and friendly service. Great emphasis is placed on providing the freshest traditional products, we only use the finest ingredients, and all the food we sell is freshly prepared everyday. At Romayo's we believe that it is this combination of freshly prepared high-quality food and a friendly service that keeps our customers returning.*



# Romayo's Diner- Who we are

- Award winning, family run business which is now in its 3<sup>rd</sup> generation.
- Operate a multi sales channel service – take-home/ home delivery/ dine in with both in person & online ordering.
- Business is built on a model of delivering top quality foods at a great value price point with something to satisfy every member of the family.
- Trading successfully since 1959 when Libero & Giulia Macari opened their 1<sup>st</sup> store in Bolton St, Dublin 1.
- Like most traditional chip shops we have Italian origins - hometown of Casalattico in Lazio, Italy. We are a member of Irish Traditional Italian Chippers Association (ITICA)
- In 2012 we successfully rebranded from Macari's to Romayo's. This allowed us to differentiate our offering, standardised operational systems & build consumer brand loyalty
- Developed a central distribution facility in Ballycoolin, Dublin 11 - a key part of our business operations. This has allowed us to control product quality and also help build strong supplier relationships which has led to invaluable product development for our business.



**1959**

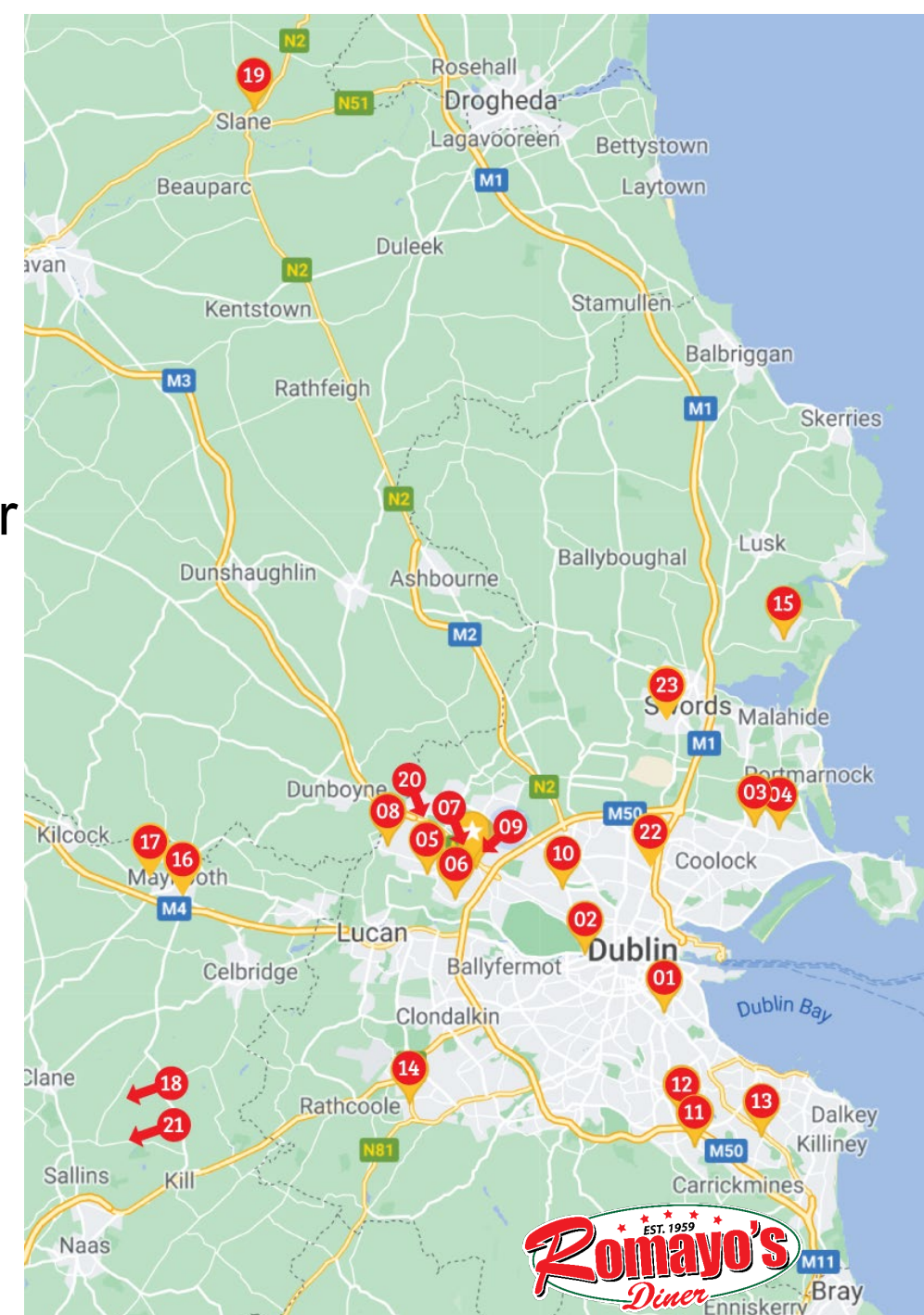
First shop opened by  
Libero & Giulia Macari  
on Bolton Street,  
Dublin 1

## 23 Stores & Growing



The Romayo's group employs over 250 people across four counties.

Romayo's has won a variety of awards including top three position in 'Best National Chain 2021'





# Irish/Italian Takeaway Market-The Chipping Potato

- Traditionally UK suppliers were our main supply source
- Generally via 3<sup>rd</sup> party traders, with no direct link between the end user and the growers. Which resulted in Higher costs, a complicated supply channel and unreliable quality control.
- Perceptions were that Irish Chipping Potatoes could not match their UK equivalents on Quality or Consistency.
- As a business we never understood how we could not source such a key product for our business locally. This is where our relationship with the Flynn's began over 10 years ago.
- Together both family businesses have developed a very strong business relationship. With a similar approach to striving for excellence, both businesses have learned a lot from each other during this period.





# Views on Chipper Chips in Ireland





# Bord Bia Project- Romayo's & Flynn Supply



- Working with Flynn's for the past 10 years to develop a crop to suit our business.
- 2 years ago, we set out for endorsement with Bord Bia to use the Quality Mark and to inform the consumer about our superior locally grown product.
- 100% Commitment, from both sides, to develop a 'farm to fork supply chain' founded on quality and consistency.
- 2022-Full Day tour of entire supply chain with Minister of State Pippa Hackett & other industry representatives.
- Why has this project been a success:
  - Fair approach for both side in the good years and bad years
  - Commitment to quality from both sides
  - Genuine customer interest in a locally sourced product.



# National Potato Day Campaign-Customer Education



- 2 in 3 customers falsely believe that the potatoes used to make the majority of chipper chips come from Ireland
- This led to the development of the “Local Chipper Chips” Logo with Bord Bia. The main purpose of the logo being to highlight our products USP...

## ‘Freshly Cut Chipper Chip’

- Proudly displayed Bord Bia / local food POS signage in-shop to call out Flynn’s as our local Bord Bia Quality Assured potato suppliers.
- For NPD- All Romayos stores participated in a campaign where all chips were ½ price on Friday 7th October 2022-National Potato day.



# Long Term Project- Irish Chipping Potato Supply

- Developing a network of growers in Ireland who can deliver locally grown product with market leading quality and consistency.
- Educate customers that our industry is working closely with local growers and is supplying a superior locally sourced product and to encourage the customer to select local products.
- After seeing the success of our project with Flynn Farmers & Bord Bia we are 100% confident that the Irish chipping potato can be a huge long term success for everyone involved – from the local grower to the end consumer.
- In consultation with Flynn's and supporting the work of the Potato Development Group partners, we hope to expand our supply calendar for Irish grown potatoes to eventually get 'year round' supply.

**If Irish farmers can't grow the best potatoes....well then who can!!!**

