We Started From Simple Beginnings…
To Become Europe’s Leading Cooked Meats Ingredients Company
Employing 900 People
Exporting To Over 40 Countries

PLANT 1
NAAS, IRELAND

PLANT 2
NAAS, IRELAND

PLANT 3
NORTHAMPTON, UK

DAWN FARMS DISTRIBUTION INTERNATIONAL LOGISTICS
We are a Specialist Producer of Multi-Species Cooked, Fermented & Dried Meat Ingredients....
...For Pizza, Sandwich, Ready Meals & Snacks
Our Products Include Crumbles, Ham Toppings, Chicken Strips and Meatballs…
Including Pepperoni, Salami and Chorizo
Our Specialist Cooked Bacon Facility In The UK
All Our Products Are Ready To Eat, Individually Quick Frozen (IQF), Or Chilled
Sector & Market Segmentation

Sectors:
- Foodservice
- Food Manufacturing

Categories:
- Pizza
- Sandwich
- Ready Meals
- Snacking

Markets:
- UK
- EU
- Middle East
- South Africa
Mission
To Be The Preferred Partner For Cooked Meat Ingredients To Our Customers And Grow A Sustainable Business Providing Security For Our Employees And Profit For Our Stakeholders.

STRATEGY
Be the cooked meat ingredient provider of choice to the leading players in our target sectors

LEADERSHIP  CULTURE  OWNERSHIP  LEAN

Leader in Quality and Food Safety
Competitiveness
Keep the Customer Front and Centre
Innovation in Products, Process & Service
OUR ADDED VALUE PROMISE

“EVERYONE IN THE COMPANY MUST SUPPORT THE CUSTOMER OR SUPPORT SOMEONE WHO DOES.”

NECTAR
OUR WORLD CLASS NPD STAGE GATE PROCESS

FOOD PLUS+
OUR ENHANCED FOOD SAFETY & QUALITY SYSTEM

NATIONAL SUSTAINABILITY PLATFORM,
LEADING THE WAY IN SETTING
CHALLENGING ENVIRONMENTAL TARGETS.
INDUSTRY STANDARDS

- Regulatory Compliance
- Audit Compliance
- Specification Driven
- SOPS and HACCPs
- Broad Base Sanitisation

DAWN FARMS STANDARDS

- Positive Release
- 24 Hour Micro Surveillance
- Pathogen Profiling
- ‘Deep Dive’ Protocol
- Laboratory Protocols
- Heat Treatment
- Zoned Biosecurity
- Risk Assessed Vendor Management
- Validated Cleaning
- Use of Global Intelligence
- External Food Safety Advisors
- Strategic Alliance Partnerships
- External Certification
- Design – Product, Process
- Food Safety Culture
NECTAR

Taking products from INSIGHTS to CONCEPT to PRODUCT LAUNCH…

IDEA GENERATION/EXPLORING OPTIONS

REALISING AND EXECUTING THE CONCEPT

NEED EXPLORE CREATE TEST ACTION REVIEW
Different Types of "Innovation" Required

**Variant NPD**
Existing products but with different flavours
(CAT 2+)

**Adaptive NPD**
A minor change to process, pack, portion or product size
(CAT 3)

**Step Change Innovation**
A significant change to product or process here at Dawn Farms that would open new markets or opportunities
(CAT 4)

**New to Market Innovation**
A genuine new product, process that would give Dawn Farms a competitive edge in the market place
NECTAR INNOVATION STRATEGY

INSIGHT DRIVEN INNOVATION PIPELINE
- FLAVOUR EXCITEMENT
- SNACKING
- PULLED
- RUSTIC & NATURAL

CUSTOMER CENTRIC INNOVATION
- 28 IN S&I TEAM
- COOKED MEAT EXPERTISE
- INNOVATION EXPERTISE

NEW OPPORTUNITIES THROUGH SUPERIOR TECHNOLOGY INNOVATION
- PULLED MEATS
- SOUS VIDE
- CONTINUOUS COOKING
- FERMENTATION
- NEW CAPABILITY IN TECHNOLOGY FUNNEL

HEALTH & WELLNESS LIFE STYLE & ENERGY
- NUTRIENT TARGETS
- FUNCTIONAL INGREDIENTS
- HEALTH CLAIMS
- OPEN INNOVATION WITH UNIVERSITY PARTNERS
FOOD CHOICES

CASUAL IS KING
INFORMAL INDULGENCE + FULL ON FLAVOUR + GOURMET FEASTIVAL + HANDHELD SNACKS + SMALL PLATES/SHARING DISHES

STORY TELLING
SEARCH FOR MEANING & EMOTIONAL CONNECTION + AUTHENTICITY + REGIONAL/SEASONAL + CRAFTSMANSHIP + HERITAGE/ANCIENT/RETRO

AMERICAN FOOD
POSITIVE/EMPOWERED HEALTH + NATURAL/FREE FROM E.G. GLUTEN + RUSTIC IN APPEARANCE + HEALTHY SNACKING E.G. HIGH PROTEIN + BETTER FOR ME INDULGENCE

HEALTH HIGH ON THE AGENDA
FLAVOUR ADVENTURE + BOLDER FLAVOURS + APPETITE FOR SPICIER FOODS/CHILLIS + MORE COLOURFUL, TEXTURED FOOD (RAW/FERMENTED)

RESTLESS PALATE SYNDROME
DIRTY DUDE FOOD – EAT WITH YOUR HANDS, MEAT IS THE HERO + GOURMET BURGERS + HOT DOGS/CHICKEN WINGS/RIBS + NY DELI SANDWICHES

CUSTOMISATION
HAVE IT MY WAY – FREEDOM AND CONTROL + COLLABORATION/CO-CREATING IDEAS + SUBWAY FRONTRUNNER HERE + MCDONALD’S MY BURGER . BURGER KING ‘HAVE IT YOUR WAY’ . PIZZAEXPRESS – PIZZA BUILDER
30 YEARS

NECTAR TRENDS COMING THROUGH...

- PROVENANCE & STORYTELLING
- FLAVOUR ADVENTURE
- NATURAL/FREE FROM/LOW IN
- RUSTIC/LESS PROCESSED IN APPEARANCE
- HOT EATS FOOD TO GO
- APPETITE FOR HEAT /SPICIER FLAVOURS
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