

citybiznews

Brewery making waves in US marketplace

St Patrick's Day revellers in New York will be toasting Ireland's patron saint with a new 'Belfast Black Dry Stout' developed by Whitewater Brewing Company in the foothills of the Mourne Mountains.

Based at Killeel and assisted by Invest Northern Ireland, Whitewater, a small artisan brewer of handcrafted ale, lager and now stout, has signed a distribution deal in New York that will see its products on sale in bars and off licences in early 2010.

The contract is the brewery's first venture into the huge US marketplace and Invest NI has assisted the company's growth in areas such as marketing.

The new Belfast Black Dry Stout was launched in Northern Ireland last month and has already attracted widespread interest within the local hospitality industry.

The brewery was formed in 1996 by Bernard Sloan and his wife Kerry. It has a successful track record in selling its established ales and lagers including its award winning Belfast Ale and Clotworthy Dobbin beer to bars, hotels, restaurants and leading retail chains such as Sainsbury and Tesco. The brewery's products have also been listed among the world's top 50 beers.

Managing director Bernard Sloan is excited by the prospect of new business in North America.

"There's a developing market in the US

eastern states for ethnic beers brewed using only natural ingredients and by traditional techniques. It's a market that I had been considering for some time but hadn't really done anything to develop. This changed rapidly when I was approached by the distributor in New York about our products. He indicated that there would be a significant market opportunity particularly for our new bottled stout. Belfast Black is already on sale in bars and restaurants in key centres such as Belfast and Dublin.

"The launch of the new stout is contributing to the growth that we've been experiencing over the past few years. Our business this year is up by 35 per cent and by an annual average of 30 per cent over the past three years. The brewery has also benefited substantially from the guidance and practical assistance from the Invest NI Southern Regional Office team in Newry," he added.

The growing demand for the product has led the company, now part of the Invest NI Food Division portfolio, to invest extensively in new conditioning and storage facilities.

Welcoming the interest in exports of Whitewater Brewing Company, Maynard Mawhinney, Invest NI's Food Director, said, "This small company has developed an impressive track record in the successful development of innovative products that are built solidly on hand crafted traditions and techniques of artisan brewing.

"The success it has experienced particularly in the Republic, should help the company as it seeks to expand sales outside Northern Ireland, particularly in markets with a strong demand for quality ethnic products."



Nigel Hardy, Head of Food Marketing in Invest Northern Ireland, is pictured with Barbara Cairns, Sales Executive of Whitewater Brewing Company, Killeel, 09W38N138

Business programme

A Warrenpoint businesswoman is demonstrating her talents despite the economic downturn proving that the enterprise agenda is alive and well.



Olga McNulty 09W38N165

Olga McNulty is a successful entrepreneur who set up Green Waste Solutions after gaining the business bug from her parents.

Olga gained invaluable experience at an earl from her parents who ran their own business a was from here that her aspirations and entrepreneurial spirit grew.

"Having my own business seemed more than me than being employed. Employment offers fabulous opportunities but the idea of setting own business came along which I couldn't resist she said.

After working for a green specialist company Olga identified a gap in the market to sell ad green products and services in the food servi industry to help cut costs and reduce waste... her business, Green Waste Solutions, was b

One of the biggest challenges for Olga w leaving the security of her employment and managing all areas of her business.

"I needed help in areas like financial str growth and managing growth and leadershi at a stage where my business was starting t and any help in this would be hugely benef me."

Olga was one of the first participants in the Booster Programme, funded by Invest NI t accelerate the growth of women's enterpri women's business development specialists Olga wanted to develop her knowledge in areas and to strengthen her market and p development strategy to enable successfu her business, without losing momentum c existing product sales.

She said she really benefited from the trainers.

"The Booster master classes were del successful and inspirational business-ow had tried and tested recipes for success.

She found the sessions on sales pipel business action and planning, process of competitor analysis and determination e Selling Points most useful to enter new markets, increase sales and introduce n

The Booster Programme gave Olga t meet a successful, dynamic and fun-fo women, all in similar situations, and st bench-mark her business against theirs forming business relationships, sharin support and encouragement with the w help.

Olga is now able to really focus on her business after benefiting from the growth training.

She said, "I am it planning for the fut I needed to adopt a market developmen have a new product stages of developm a great future for a with my existing c These products wi branch into new t For more inform Booster programm the next cohorts s of September, vis www.enterprising women.org/boost

Newry Chamber breakfast



Pictured at the Newry Chamber of Commerce Business breakfast held in the Canal Court Hotel are, Henry Elvin (Head of Business Banking Ulsterbank NI), Orla Jackson (CEO Newry Chamber), Damien Milligan (Head of Business Banking Newry), Richard Ramsey (Chief Economist Ulster Bank) and Dr Conor Patterson (VP Newry Chamber of Commerce), 09W38N9

Newry Chamber of Commerce and Trade hosted a business breakfast with guest speaker Richard Ramsey, Ulster Bank's Chief Economist (NI), in the Canal Court Hotel on September 10.

Over 40 representatives from the local business community attended the event where Mr Ramsey delivered an analysis on the performance of the Northern Ireland economy and provided an economic forecast on future business expectations.

Ms Orla Jackson Chief

Executive, Newry Chamber, said that information garnered, will help business people plan for the future.

"In this current economic climate, knowledge and information on current and future economic trends is essential for our local companies to forecast future demand and formulate their business strategies," she said.

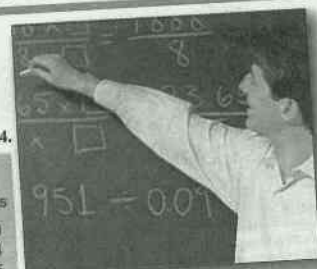
Newry Chamber was delighted to host this Business Breakfast seminar with Mr Richard Ramsey, one of Northern Ireland's most influential and high profile economic strategists."

Ms Jackson added, "This event provided an excellent platform for business leaders to debate issues on banking, business performance, the property market and currency exchange rates."

The Price is Right

Come on down! Higher or lower, oil and petrol prices are forever fluctuating. The Newry Reporter's weekly price watch looks at how much you are paying at the pumps and the cost of filling your oil tank. Survey taken on Monday, September 14.

AVERAGE PUMP PRICE PER LITRE				AVERAGE OIL PRICES				
	PETROL		DIESEL		Newry	300 litres	500 litres	900 litres
	Cheapest	Dearest	Cheapest	Dearest				
Newry (pence)	107.9	109.9	106.9	110.9	£125	£197.67	£338.00	
Banbridge (pence)	106.9	107.9	107.9	109.9	£134.88	£182.83	£325.44	
Dundalk (cents)	117.9	119.9	107.9	108.9	Northern Ireland	£132.83	£194.58	£334.05



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INVITE YOU TO A BREAKFAST SEMINAR
ON FRIDAY 6TH NOVEMBER 2009

HOSTED BY
DR. GERARD O'HARE - PARKERGREEN INTERNATIONAL

KEYNOTE SPEAKER
ALASTAIR HAMILTON - CEO, INVEST NI

WITH CONTRIBUTORS:

Dr. Conor Patterson
President, Newry Chamber
of Commerce & Trade

Padraic O'Kane
Sancian Group

Feargal McCormack
FPM Chartered Accountants

RSVP 23RD October 2009
Email: info@parkergreen.com
Tel: +44 (0) 28 3025 4560

Venue: The Shebourne Renaissance Hotel, St. Stephen's Green, Dublin - 7.45 a.m. - 9.30 a.m.