

## Artisan Food – Attitudes to Provenance - Ireland - November 2017

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“Provenance remains important for Irish consumers when it comes to food. Indeed, ‘Made in’, ‘Made by’ and ‘Made since’ all matter to consumers as they tell the story behind the product. Highlighting community roots and links to other local suppliers of their ingredients will help artisan producers to demonstrate the positive role that they play in supporting local communities.”

– James Wilson, Research Analyst

This report looks at the following areas:

- Awareness of artisan and local food grows
- Scepticism of food industry creates opportunities for artisan producers
- Food prices continue to rise in the UK/NI
- RoI consumers' personal finances improve

This Report examines the sale and consumption of specialist food (artisan food) sold in both NI and RoI.

The word 'artisan' is descriptive of a food that is unique, usually handmade with a distinctive taste and flavour and with its own 'persona', which can cover a range of products such as breads, meats, cheeses, preserves and produce (Teagasc 2012).

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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