

Irish Food magazine offers readers an insight into Ireland's thriving food and drink industry. Ireland has acquired international recognition as a leading food producing country, famous for its 'green image' and unspoiled environment. The magazine highlights the success of Ireland's food and drink export trade, which is founded on natural production methods, stringent food controls at farm and processing level and a committed customer service. Through innovation, state of the art technology and a passion for the industry, Ireland's major players are enjoying worldwide renown for their products and service.

Irish Food is direct mailed free to overseas food and drink buyers to ten markets in Europe, Asia and the US. The circulation is broken down into the following categories:

**Multiples**

**Symbol Groups**

**Specialist Outlets**

**Caterers**

**Major Distribution Chains**

**Foodservice Companies**

Each buyer receives a personally addressed copy at his/her place of business. This mailing list is compiled with the assistance of Bord Bia (the Irish Food Board) and the industry, and is carefully updated every three months.