



## DAIRY CONCEPTS IRELAND

### Company address

Block 5 Urban Flo, North Main Street,  
Bandon, Cork

[dairyconcepts.ie](http://dairyconcepts.ie); [fruchee.com](http://fruchee.com); [CheeseOs.ie](http://CheeseOs.ie)

### Channel:

Manufacturing

We have become a leading innovator in the global dairy snacks market by combining our entrepreneurial vision with Ireland's scientific talent, quality dairy ingredients, global reputation and sustainable competitive advantage in dairy.



We are focused on the development of innovative, all-natural, hand-held dairy snacks for the global market.

## OUR INNOVATIONS

We have developed a “world-first” category of hand-held dairy snack bars. These deliciously creamy, chilled, dairy bars are high in protein and made with a short list of all-natural ingredients.

The dairy bars come in an easy to open, mess-free pod and in a range of fruit and chocolate flavours - perfect for on-the-go, lunchbox and in-home snacking.

In the Irish and UK markets the dairy bars are launching under the Fruchee® brand, targeting consumers of all ages; in the French market the dairy bars are launching under the Tapufin® brand, targeting children for the famous afternoon Goûter snacking occasion.

## PARTNERSHIPS

We have a unique product development partnership with Moorepark Food Research Centre, the world renowned dairy research and development centre, located in Fermoy, Co. Cork.

We manufacture, test and refine our products in the Irish market by selling directly to retail and foodservice customers.

For the European market, our products are sold through distribution partners.

Outside of Europe, we employ a franchise model.

## SUSTAINABILITY

We have a strong commitment to sustainability in all that we do, we are a verified member of the Origin Green sustainability programme, initiated by the Irish Government.

Origin Green is the world’s first food and drink sustainability programme operating on a national scale, uniting government, the private sector, farmers and food producers.

Independent accreditation and verification are built into every stage of the

supply chain. Food manufacturers are independently verified by international auditors, Mabbett.

## Why Us

Using an innovative technology platform, Dairy Concepts Ireland has developed a range of innovative dairy snacks and a pipeline of exciting product concepts. Dairy Concepts Ireland is leveraging its promoter's entrepreneurial flair and vision, Ireland's scientific knowledge in dairy, quality Irish dairy ingredients and Ireland's global reputation in dairy.

## Our product range



NEW

1.5oz

**FRUCHEE**

DELICIOUSLY CREAMY  
CHURY BAGS



PEACHES & CREAM



FRUCHEE

FRUCHEE

"Fruchee" - Deliciously Creamy Dairy Bars. Available in the following flavours: Strawberries & Cream, Chocolate. Products in available in multipacks (retail) and singles (foodservice)."

"CheeseOs" - the best of Irish cheese, gently cooked & seasoned to create deliciously crunchy, puffed cheese bites. Available in the following flavours: Cheddar, Cheese & Onion, Salt & Vinegar, Sour Cream & Onion, Sweet Chilli, Cheese & Pickled Onion. Products available in individual serving 25g bags.

"Moorepark crunchy cheese" - the best of Irish cheese, gently cooked to create deliciously crunchy, puffed cheese bites. Available in the following flavours: Mature Cheddar, Chilli Cheddar, Smoked Cheddar, Black Pepper Cheddar. Products available in individual serving 25g bags.

## Markets

Europe

UK & NI

## Nachhaltigkeit

Member of Origin Green

## Our Accreditations

- BRC

- Origin Green Verified