



Communications E-zine May 2019

Dear Member,

Welcome to the latest VFI communications e-zine. While difficult issues like insurance and the effects of drink-driving legislation remain to the fore, the launch of the Irish Pubs Awards 2019 is a chance for members to showcase all that's best about our pubs. There's also news on a new campaign from Fáilte Ireland called 'Taste the Island' – a celebration of Ireland's food and drink culture.

Insurance - where are we?

It can be difficult keeping up with the various strands of the insurance debate. We all know premiums and pay-outs are soaring while the pace of change is extremely slow. The basic demands continue to be a Garda Fraud Unit and recalibrating the Book of Quantum. We need to remind politicians about the urgency of these matters and what better time than the upcoming Local Elections. Our colleagues in the Alliance for Insurance Reform have put together a series of questions you can ask any politician calling to your door, which are available in the members' news section on vfipubs.ie.

Irish Pub Awards Launch

The Irish Pub Awards are now into a third year and with the first two national winners coming from the VFI stable – The Porterhouse, Castlebridge, Co. Wexford and The Glyde Inn, Annagassan, Co. Louth – we'll be looking for three-in-a-row in 2019. Full details on the launch is in the news section of vfipubs.ie

You can enter the awards on the official Irish Pub Awards website by going to irishpubawards.ie. The entry process is shortened this year so there's no form filling or uploading of documents.



Track & Trace - New Tobacco Regulations

From 20th May 2019, all cigarettes and 'Roll Your Own' tobacco placed on the market in Ireland must be traceable and must carry a unique identifier. A retailer who sells directly to the public, and does not store, distribute, or regularly sells to other retailers, is only required to request a number of identifier codes. Full details are in the members' news section of vfipubs.ie

Taste the Island



A new Fáilte Ireland campaign called Taste the Island is a huge opportunity for publicans to become part of a major initiative to promote Ireland's food and drink culture. The campaign will include a bespoke pub programme along with food and drink trails and events. There will be supports available for participating businesses as well as the opportunity to avail of Taste the Island branding in your pub. Fáilte Ireland will be putting a significant media and marketing budget into the campaign, which will benefit all pubs who decide to join.

For more information about Taste the Island, Fáilte Ireland is organising a series of workshops around the country. To view the dates and venues please visit the members' news section of vfipubs.ie

Drink Driving Awareness

A lack of understanding about legal drink driving limits and the 'morning after' were the main reasons the VFI launched its awareness campaign earlier this year. The video is available in the news section of vfipubs.ie. Even after 900k views confusion remains in the general public where the term 'zero tolerance' is taken to mean zero is the new drink driving limit, which of course is not the case.

Bill O'Donnell, a Limerick councillor and solicitor spoke about this issue on Newstalk where he said the government needed to raise awareness about this issue. You can access the podcast on newstalk.com.



How the Irish pub is changing...

There was a great feature in The Irish Times recently outlining how pubs are adapting and changing to meet consumer demand. It features VFI members, The Vines, in Saltmills, Co Wexford. Publicans Tom and Lorraine Walsh haven't looked back since they introduced a food truck to the pub last summer. You can read the full article by going to Life & Style on the Irish Times Website.

Indie Beer Week 2019

This May we see the return of Indie Beer Week, a celebration of independent Irish brewing. From Cork to Donegal, Dublin to Galway, independent breweries are bringing the focus into their local communities in on and off trade venues. This year 30 breweries will be participating in a nationwide campaign on May 22nd - 26th to raise awareness of independent Irish craft beer.

Each brewery will be able to provide point of sale material including beer mats, posters and wobblers signs to their on and off trade customers. To view the participating breweries go to indiebeerweek.ie



For further details please email info@icbi.ie

Signed:

A handwritten signature in blue ink that reads 'Brian Foley'.

Brian Foley
VFI Communications & Public Affairs Manager