

F&B 360°

PROSPECTUS

TAILORED SUPPORTS for profitability

Empowering leaders. Driving results.

- Access to a *dedicated business advisor* for expert guidance
- Avail of *clinics* in response to your specific F&B challenges
- Opportunity to develop a *tailored roadmap* for your business
- Inspire your F&B team with our *suite of masterclasses*

Introducing F&B 360°

F&B 360° is a strategic leadership support developed by Fáilte Ireland. It is designed to help General Managers and F&B leaders of hotels, visitor attractions and tourism focused hospitality businesses to grow revenue and profitability and improve their resilience.

Through one-to-one expert support, the GM in the business will co-create a tailored roadmap or action plan to overcome F&B challenges. With expert guidance and a range of financial diagnostics, masterclasses and practical tools this will drive the change needed for improved performance.



Why F&B 360° matters

F&B 360° is designed to help you:

- **Unlock F&B profitability**
Understand your true margins and focus energy on high impact areas
- **Make smarter & faster decisions**
Better decision making with diagnostic insights and expert guidance from our advisors
- **Lead with confidence**
By using a clear action plan and structured support for your business
- **Build a stronger team**
By improving financial literacy, boosting morale and creating shared momentum
- **Innovate your F&B offering**
Rethink space, service and experience to attract and retain guests
- **Build competitive advantage**
Equip your leadership team to respond strategically and stay ahead of market shifts



NOTE: Places are limited, subject to criteria and terms and conditions. Submission of an Expression of Interest is not a guarantee of a place.

The value of this Programme support, up to its maximum value of €10,000 per property, is considered State Aid under the De Minimis Regulation or the relevant GBER exemptions (if applicable).

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Who should apply for F&B 360°?

F&B 360° is designed for Owners or General Managers from registered hotels, visitor attractions and tourism focused hospitality businesses in the Republic of Ireland that have an in-house food & beverage offering and are looking to improve their F&B performance.

Eligibility criteria

- ✓ Applicant businesses to this programme must be able to confirm they have not received or are an active applicant for De Minimis Support to the cumulative value of €300,000 within the last 36 months which includes this programme value of €10,000.
- ✓ Need to be a registered hotel, visitor attraction or tourism focused business in the Republic of Ireland with an in-house F&B offering.
- ✓ Must be the business owner or GM that signs up to lead the programme and lead the F&B management team of the business
- ✓ Consider F&B as an important revenue stream which accounts for:
Hotels and tourism focused hospitality businesses: minimum 20% of total revenue
Visitor attraction: minimum 10% of total revenue
- ✓ **Tourism focused hospitality business:** Must engage with tourism group bookings
- ✓ Need to have a senior manager on the team with overall responsibility for F&B performance



Watch the video to learn more

A video player thumbnail for the F&B 360° programme. It features the Fáilte Ireland logo in the top left and right corners. The main text reads 'F&B 360°' in large, bold letters, with 'F&B' in white and '360°' in green. Below this, it says 'TAILORED SUPPORTS FOR PROFITABILITY'. A large play button icon is centered over the text. Below the play button, it says 'LOG ON TO EXPRESS YOUR INTEREST AT' followed by a green button with the text 'failteireland.ie'. At the bottom, a grey box contains the text 'Log on to the Fáilte Ireland website now and register your interest.'.

Fáilte Ireland

F&B 360°

TAILORED SUPPORTS FOR PROFITABILITY

LOG ON TO EXPRESS YOUR INTEREST AT

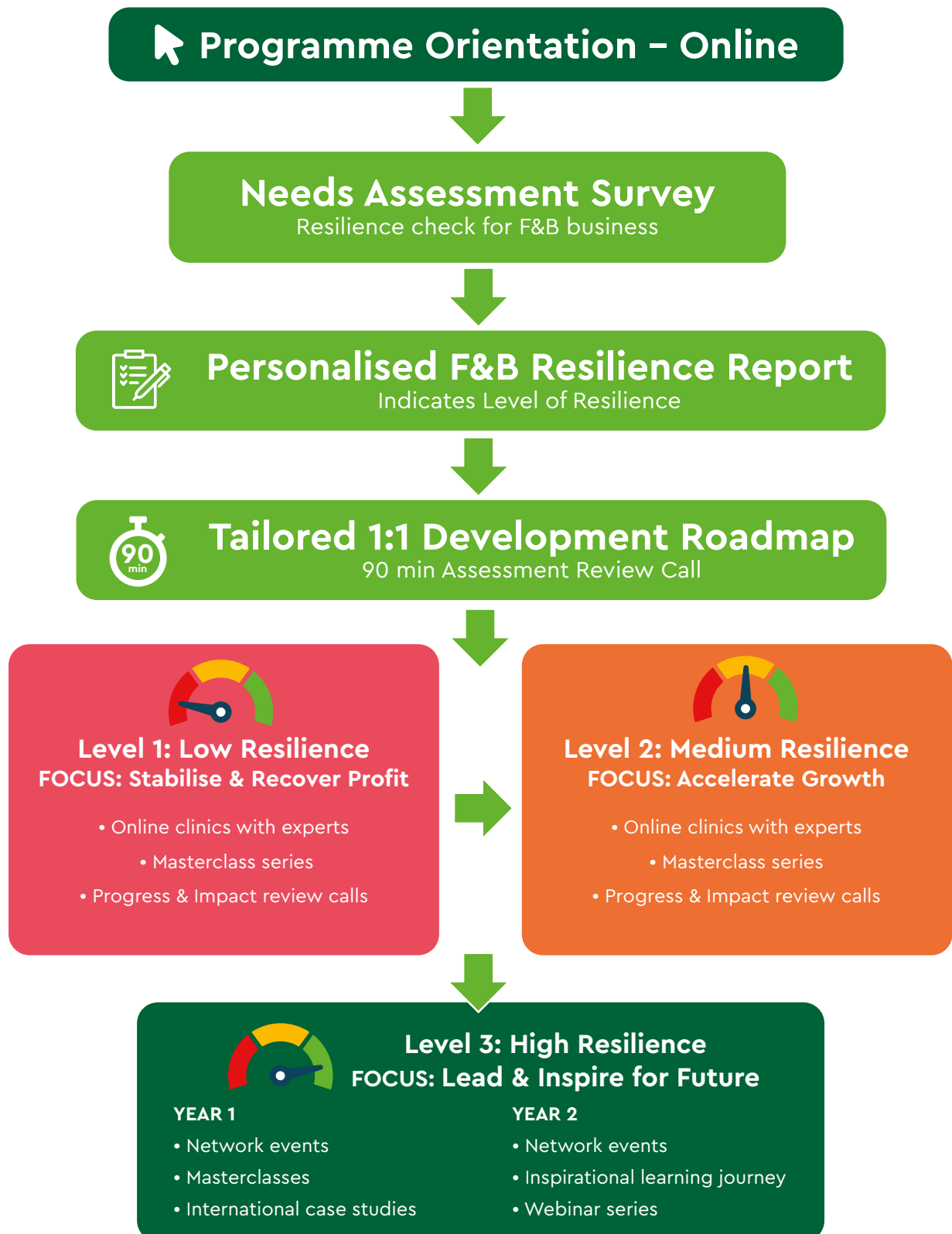
failteireland.ie

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 Play video

How F&B 360° works

F&B 360° is a modular, flexible support designed to be spread over a 12–18 month period



F&B Masterclass Series

Masterclasses for your F&B Team

2 hours duration



F&B Strategy

- ✓ Business plans
- ✓ Setting important KPIs



F&B Skills Talent

- ✓ Skills & Talent Management
- ✓ Labour



Menu Engineering

- ✓ Quality Procurement
- ✓ Cost Control
- ✓ Pricing



F&B Concepts

- ✓ Space design
- ✓ Service design & flow
- ✓ Experience & events



Marketing Sales & Events

- ✓ F&B audience development
- ✓ Target marketing



F&B Operational Excellence

- ✓ Production
- ✓ Service processes



F&B Mastermind Sessions

Duration: 1 hour online sessions

All Masterclass participants can attend Action learning to address real business challenges with fellow participants.



F&B 360° Partnership Approach

Fáilte Ireland commits to provide:

- An F&B assessment and individualised resilience feedback report for your business.
- Expert guidance through clinics with a business advisor allowing you to co-create a tailored development roadmap for your business to improve F&B performance and resilience.
- Follow on clinics with expert clinicians on key focus areas.
- Progress calls and short Impact review calls to assess the business impact of actions taken.
- A broad range of online and in person masterclasses to support your F&B team's capability building.
- Inspirational content addressing key F&B issues and opportunities.
- F&B 360° supports are worth an estimated value of between €5,000 to €10,000.



Owners/GMs participating in F&B 360° commit to:

- Leading their F&B team's participation and dedicating an estimated 2.5 hours per month or a total of 30 hours GM time over 12–18 months.
- Ensuring the full F&B team dedicate an estimated 4 hours per month shared across all F&B staff or a total of 50 hours across 12–18 months to participate in F&B 360°.
- Completing an F&B Needs Assessment survey (estimated 15 minutes).
- Working closely with a business advisor to co-create the development roadmap for the business.
- Working with the F&B team to apply learnings and implement the agreed action plan.
- Assigning a manager to follow on clinics with GM oversight and sign off on any agreed KPIs.
- Attending the online orientation call, masterclasses and clinics.
- Participate in evaluations to measure business impact.
- Being willing to work on their own business performance data by sharing it confidentially with their business advisor and Fáilte Ireland to support impact measurement and industry-wide evaluation.

