



**KERRY**  
FOODS

# THOUGHT FOR FOOD

THE STORY OF KERRY  
FOODS' EMPLOYER BRAND

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*in partnership with*

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KERRY  
FOODS IS  
A SPECIAL  
COMPANY



# OUR LOCATIONS



## NORTHERN IRELAND

- #1 **ENNISKILLEN** | TECHNOLOGY : MEAT
- #2 **PORTADOWN** | TECHNOLOGY : DAIRY

## REPUBLIC OF IRELAND

- #3 **CARRICKMACROSS** | TECHNOLOGY : MEALS
- #4 **NAAS** | COMMERCIAL OFFICE
- #5 **LISTOWEL** | TECHNOLOGY : DAIRY
- #6 **CHARLEVILLE** | TECHNOLOGY : DAIRY
- #7 **SHILLELAGH** | TECHNOLOGY : MEAT

## ENGLAND

- #1 **HYDE** | TECHNOLOGY : MEAT
- #2 **OSSETT** | TECHNOLOGY : DAIRY
- #3 **GAINSBOROUGH** | TECHNOLOGY : HOMEBAKING
- #4 **HYDE** | TECHNOLOGY : MEAT
- #5 **ATTLEBOROUGH** | TECHNOLOGY : MEALS
- #6 **ROLLOVER LTD** | TECHNOLOGY : MEALS
- #7A **WINDMILL LANE** | TECHNOLOGY : MEALS
- #7B **COLLETT WAY** | TECHNOLOGY : MEALS
- #7C **SPURWAY** | TECHNOLOGY : MEALS
- #7D **DEAN WAY** | TECHNOLOGY : MEALS
- #8 **EGHAM** | CORPORATE & COMMERCIAL OFFICE

# *AND WE HAD SOME GREAT FOUNDATIONS IN PLACE*

Delighting the tastes of tomorrow

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- Values
  - Ownership
  - Courageous
  - Open minded
  - On it
  - Better together
  - Forward looking
-

OUR VALUES WERE  
ALREADY A BIG PART  
OF THE BUSINESS.  
BUT WE HAD TO TURN  
THEM INTO AN  
EMPLOYER BRAND





*GETTING  
THE BOARD  
ON BOARD*

# *BUILDING AN EMPLOYER BRAND*

01



TALK

Sitting down with you to work out what we're all trying to achieve, where you are at the moment, and how big the project needs to be.

02



DIG

Getting under the skin of who you are, what people think of you, who you compete with, and what your plans for the future are.

03



DEVELOP

Using our findings to come up with a clear and full picture of what you stand for and what you offer as a university.

04



EXPRESS

Creating work that says the right things to all your audiences in a distinctive and compelling way.

05



SHARE

Using the right media to get your message across to the right people – inside and outside your institution.

06



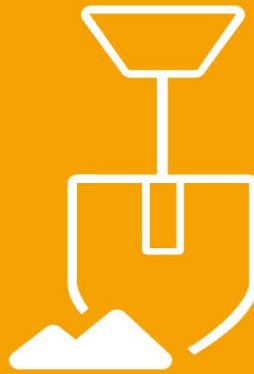
TUNE

Monitoring and measuring your brand to see how it's being received, and where it could be improved.



*TALK*





*DIG*

- 
- Interviews with 10 members of the leadership team
- 
- Focus Groups at Noon, Egham, Shillelagh, Ossett and Naas
- 
- Three factory tours
- 
- Survey of 632 former Kerry Foods applicants
- 
- Spoke with three recruiters
- 
- Desk research looking at the UK locations, the industry, competitors and future trends
-



*OUR PEOPLE  
HAD A LOT  
TO SAY*

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“Kerry Foods is very innovative and often referred to as the Google of the Food Industry. That is what attracted me to Kerry Foods.”

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“Career definition is very broad and responsibility is big, and you must be prepared for this. You can’t have a rigid idea of progression.”

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“We give the power to everyone. If you want to work 9 to 4 and go home, you’ll probably struggle.”

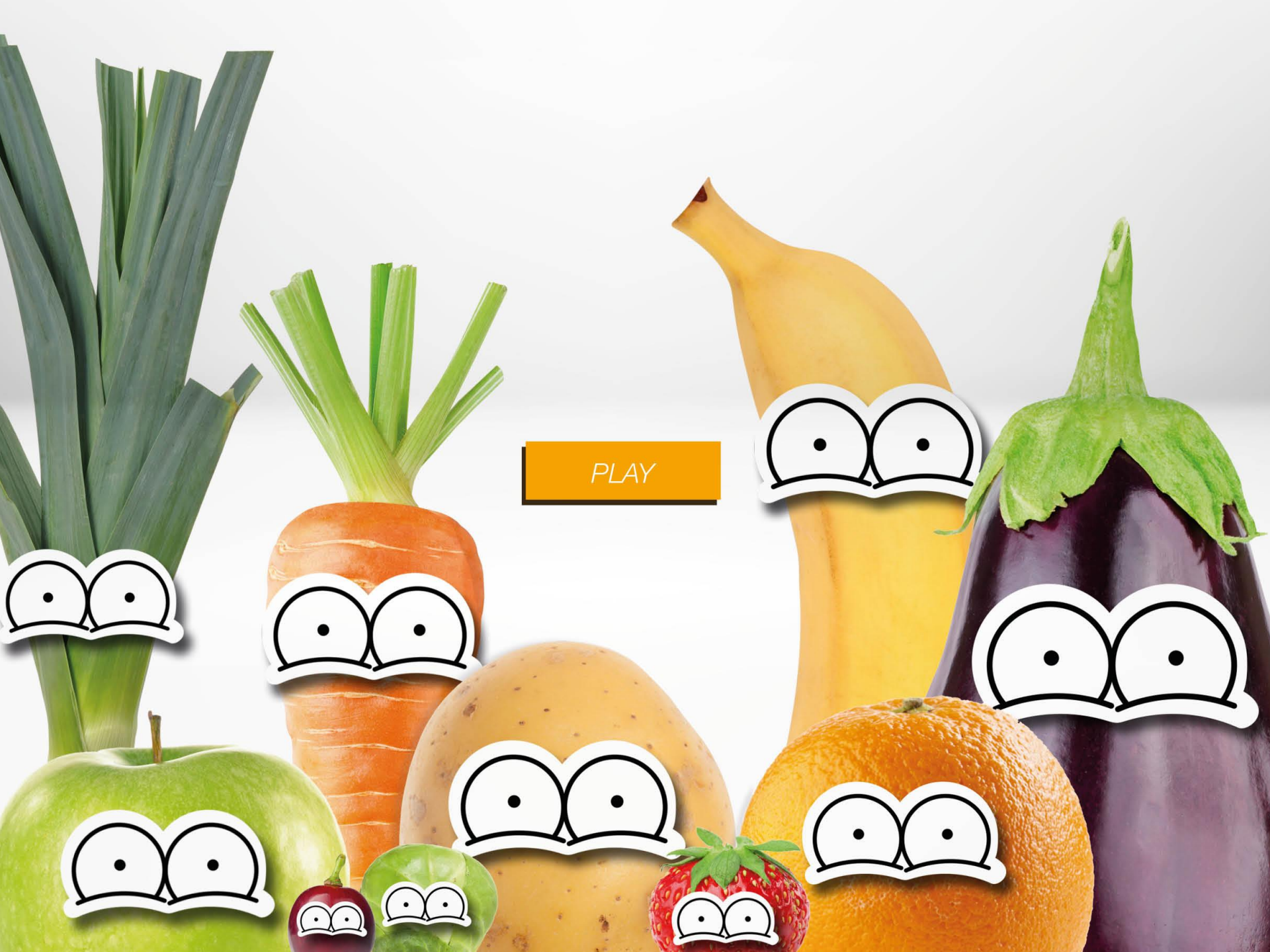
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“I’ve worked for other companies, and they wouldn’t care if you were trying to change the world. They want you in the box. Kerry pulls you out of the box and says ‘give us more’. That keeps me going.”

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“Relentlessness. A restlessness. It’s never enough. It’s never good enough. Every role, you have to have that ethos of ‘how do we do it better? How do we win?’”

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PLAY





OWN IT. LOVE IT.

SHARE THE SPIRIT

EMPLOYER BRAND

EMBRACE THE WHIRLWIND

STAY HUNGRY

TAKE THE LEAP

GROW YOUR WAY



*EXPRESS*









*TUNE*

*WANT TO  
SEE THE  
FINISHED  
THING?*





*FOR NOW,  
HERE'S SOME  
FOOD FOR  
THOUGHT*

- 
- Get your agency involved as early as possible
- 
- Scope things out properly
- 
- Engage key stakeholders and decision makers from the start
- 
- Let them know the expected outcomes
- 
- Your purpose, vision and values should be your starting part
- 
- Engage your people - it is an employer brand after all
- 
- Make it a true partnership by taking part in milestone meetings
- 
- Enjoy the journey
-