



Press Release

10<sup>th</sup> June 2008

### **Social Business is the Name of the Game**

Loaf Catering was involved in the first ever All Ireland Social Economy Trade Fair which was held in Belfast on 10<sup>th</sup> June. The event hosted by Ulster Community Investment Trust in conjunction with Ardee Community Development Company and Tuath - Donegal Community and Local Development Centre was a resounding success and gave us the opportunity to promote the business whilst also making a few pounds!

Loaf Catering took two stalls at the event supplying invited guests and passers by with homemade burgers, soups and risottos. In the morning we had a visit from Tom Hartley the new Lord Mayor of Belfast who took a few minutes to chat to staff and trainees and sample on of our big bacon butties.

Business was booming on the day and all in the Loaf team worked really hard to ensure everyone got their lunch. As part of the event there was an opportunity to "Meet the Buyer" which gave our Director and Stuart Funston Loaf's new Sales and Marketing Executive the chance to meet potential new customers and let people know about the service we can provide.

Overall the event has been welcomed by NØW as an excellent way to raise society's awareness of Social Business and the services we can provide. On the day key presenters also called on local Government to sit up and take notice of the added value returned back into the local economy of social businesses such as Loaf.