

In a field of their own

It is with great pleasure that Best Practice dedicates the industry acclaimed and richly deserved **Commitment to Excellence** profile to Callan Bacon Co Ltd.

Established in 1924, Callan Bacon Co. Ltd is a fourth generation family business specialising in the supply of quality bacon products through retailers in the UK and Ireland.

With 90 years of tradition, the Kilkenny-based company currently turns over €50m each year – representing an astounding growth of 100% in three years – and has picked up an astonishing 12 awards (Blas na hEireann, The Grocer and Great Taste) in the past three year alone.



Paul Walshe of Callan Bacon commented: "Here at Callan Bacon we are renowned for our great tasting bacon and pride ourselves on offering our loyal customers fantastic value. We operate amongst a diverse customer base, with clientele in the retail, wholesale and catering businesses. Our main customers include Aldi Ireland & UK, Lidl Ireland & UK, Iceland Frozen Foods, Asda, ICA (Sweden), Dunnes and Tesco – to name just a few."

In order to enhance business prospects, Callan has recently purchased the assets of Ribworld – one of Europe's leading ribs and cooked meats providers – to create a formidable force in the industry. The combination of youthful exuberance and a safe old head has seen a great new pork and bacon partnership blossom, even in such a damaged economy.

Paul added: "In Ribworld's short eight-year



tenure they have developed a reputation for quality innovative products, while here at Callan, we have built up a stalwart reputation for irrefutable quality and impeccable service. Together we have helped each other significantly grow by 25% and 30% respectively over the past 12 months alone."

At Callan Bacon, professionalism is assured, quality and capability are guaranteed, and an experienced management team allied to unwavering commitment serves customers with their exact requirements, right down to the finest of detail.

A major element of the Callan business is ensuring to stay in touch with the changing buying behaviour and habits of the consumer – the general public. Callan are fully dedicated to product development and have put in place

a specialist team of professionals to thoroughly investigate the market, opening up the opportunity for new ventures.

Callan's New Product Development team works closely with clients to examine all possibilities as well as bringing product ideas and alternatives to their attention. New products to the market include oven ready gammon steaks and bacon chops, flavoured BBQ bacon range and added value Pork.

For more information, or to view the full comprehensive range of products and innovative recipes, please call 00353 567725144 or log onto www.callanbacon.com

