

O'Brien Fine Foods secures €40m Lidl deal

Lidl Ireland and O'Brien Fine Foods (OBFF) have announced a €40m supply deal for Irish, British and European markets.

Lidl Ireland has agreed a two-year supply deal with Kildare-based cooked meats producer, O'Brien Fine Foods (OBFF) worth €40m.

As part of the deal, the German discount chain also made a further €50,000 investment in O'Brien Fine Foods which will see their Irish beef produce exported to more than 3,000 Lidl stores in Germany as part of their 2020 Christmas offering.

The €40m deal comes as Lidl and O'Brien Fine Foods celebrate ten years of supply partnership in Ireland and will see O'Brien Fine Foods supply Lidl's 201 stores across Ireland, as well as 797 stores in the UK.

The home of ham

O'Brien Fine Foods is a family-run business based in Timahoe and has been owned by the O'Brien family since 2000. It supplies a range of high-quality branded and own-label meat products to the Irish market, including the Brady Family, Green Farm and Homebird cooked meat ranges.

The company, which operates from three dedicated facilities in Kildare, Meath and Westmeath, produce over 80 per cent of Lidl's sliced hams, sliced beef and poultry lines.

Under the new agreement, Lidl will list O'Brien Fine Foods products in more than 7,000 Lidl stores including those in fourteen countries outside of the UK and Ireland to include Austria, Czech Republic, Croatia, Germany, Finland, Italy, Poland, Slovakia, and Spain. A selected range of products will be available twice yearly in these countries, on a promotional basis.

Discussing the new deal, Lidl Ireland's senior buyer Henry Howard said; "Supporting local Irish producers has always been a core commitment for Lidl. After 20 years of operating in Ireland, we are proud to say that this commitment continues, with Lidl now working with over 250 food and drink producers across the island.

"In terms of quality and flavour, the O'Brien Fine Foods range of cooked meat products are second to none and we are delighted that our customers in Ireland will continue to enjoy them, and that our international customers will have the opportunity to sample the best of Irish produce."

“Lidl Ireland has been a long-standing partner of ours. Over the years, they have helped us to grow our business substantially and more recently, to forge a path into the UK market and fourteen other European countries,” added John O’Brien, managing director of O’Brien Fine Foods.

“This commitment by Lidl will allow us to invest in and expand our operations to enable to us to increase our output of high quality ham, beef and poultry products and continue providing consumers with the 100 per cent Irish, Bord Bia-approved cooked meat products that they know and love,” said Mr O’Brien.

The strong partnership with Lidl over the past ten years has enabled O’Brien Fine Foods to double their employee base from 250 to 550 employees.

By Stephen Larkin

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