

COUNTDOWN TO BALMORAL SHOW 2015 GETS UNDERWAY

12th February 2015

RUAS and Ulster Bank launch bank's 7th year as principal sponsor of flagship event

The countdown to Balmoral Show 2015 got underway this morning with the launch of Ulster Bank's seventh year as principal sponsor of the flagship agri-food event.

Show organiser the RUAS and Ulster Bank officially confirmed that the bank will be the main sponsor of this year's show, which takes place from 13th – 15th May 2015.

The announcement came at a special breakfast event in the Robinson & Cleaver restaurant in Belfast City Centre, which opened two years ago with support from Ulster Bank.

- Eggs from Marfield Farm, Portaferry
- Sausages from McAtamney Meats
- Bacon from Armstrong Meats
- Black pudding from McKee's of Maghera
- Potato bread from Jackson's of Ballynure
- Soda bread from Knotts Bakery
- Mushrooms from Fagan Mushrooms

A wide range of influencers from the local food and drink sector attended the event, where the breakfast was prepared by well-known local chef Paula McIntyre.

Ulster Bank's Head of Northern Ireland, Ellvena Graham, said that she was very pleased to officially get preparations for the 2015 Balmoral Show underway.

"Ulster Bank has close relationships throughout the food chain in Northern Ireland, including primary producers, small and medium-sized food firms, many of the main processors, retailers and the hospitality sector. The Balmoral Show allows us to highlight and build on those relationships, as well as to help celebrate the importance of the local agri-food industry, and we are delighted to partner with the RUAS again this year," she continued. "As a Bank, we have the products and the know-how to enable this sector to grow and continue to make a strong contribution to the Northern Ireland economy. Through our loan products, and members of the team who were the first in Ireland to achieve The Certificate of Agricultural finance, we're well equipped to support sustainable growth."

Ellvena Graham concluded: We are very keen to build on our relationships in the agri food and drink sector, and have a team with unrivalled expertise and experience, a dedicated food and drink proposition, and a significant amount of funding available to help us do so," she adds.

Ulster Bank has been involved in the Balmoral Show for many years, and became the show's first ever principal sponsor in 2009. This year's show will take place from 13th-15th May at Balmoral Park, and will be Ulster Bank's seventh year of principal sponsorship.

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Notes to Editor

Loans are for business purposes only

Lending criteria, terms and conditions apply to all loan products to include:

Over 18's only

Security Required

Further information about the 2015 Balmoral Show is available at: www.balmoralshow.co.uk

Further information about Ulster Bank's products and services is available at: www.ulsterbank.co.uk

Robinson & Cleaver – venue

Boasting large fronted windows looking out over Belfast's famous City Hall, Robinson & Cleaver's Urban Deli and Terrace restaurant offer dining choices for all occasions, from breakfasts, coffee breaks, take-aways, lunches and dinners to special occasion celebrations and private functions.

www.robinsonandcleaver.com

Armstrong Meats - Bacon

A family run business, Armstrong Meats are wholesale suppliers of beef, pork, lamb, poultry and game to the retail and catering trade all over Ireland from its purpose build factory in Castlereagh. Members of the public can get a taste for Armstrong Meats produce through its two retail shops, Coffeys Butchers based on the Lisburn Road and Finaghy.

www.armstrongmeats.com

C&L Mushrooms - Mushrooms

C & L Mushrooms is a mushroom growing company producing 2100 tonnes of the highest quality white mushrooms which over 95% are exported to UK multiples annually. The company is managed on a daily basis by husband and wife team Gerard and Mary Fegan who have been growing mushrooms for nearly 30 years.

Crawfords of Maghera - Tomatoes

Crawfords have come a long way since 1900, not geographically but certainly in size and diversity. But there are constants - the personal, daily involvement of the owners, honest dealings with customers, staff and suppliers and the most competitive prices without compromising quality and service. Old fashioned values in a state of the art superstore. Their offering includes Supermarket, Fresh Fruit and Veg, Bakery, Butchery, Fresh Fish, Post Office, Off Licence, Toys and Gifts, Photography and Coffee Lounge. Crawfords' Mission is to achieve customers lifetime loyalty by continually exceeding their expectations in terms of service, quality, range and value.

givingyoumore.co.uk

The Heatherlea - Soda bread

The Heatherlea Home Bakery was first established in the heart of an Irish Seaside Town in 1937. Paul and Patricia Getty have carefully grown their business since taking over in 1990 and have firmly established the Heatherlea as a premier home bakery in Ireland winning the coveted Bakery of the Year Award in 2013 and 2014. In 1992 due to popular demand, the Heatherlea started supplying cakes and pastry to other independent retailers.

www.theheatherlea.com

Jackson's of Ballynure - Potato Bread

Established in 1850, Jackson's of Ballynure is now in its 7th generation of Jackson ownership. As well as an award winning butcher, Jackson's also offers an on-site bakery which produces bread, scones and pies with home produced ingredients of the highest standard.

www.jacksonsbutchers.co.uk

Marlfield Farm - Eggs

For over 40 years the Elliott family have been rearing free-range poultry at Marlfield Farm outside Portaferry on the shores of Strangford Lough, rearing traditional breeds of turkeys, geese and chickens, which are slow growing, allowed to roam over acres of grassland, and dry plucked to maintain flavour and integrity. The birds - which include a flock of egg-laying hens who have supplied part of this morning's breakfast - feed mostly on grass as well as wheat grown on the farm.

turkeysandgeese.com

K&G McAtamney Meats - Sausage

K&G McAtamney Wholesale Meats Limited, supplying the finest quality beef, lamb, pork & poultry to Northern Ireland's leading hotels, restaurants and retailers. They have a passion for great food and a dedication to excellence, helping them to grow and to become a serious contributor to the UK food industry.

www.kgmcاتمney.com/

McKees of Maghera – Veg roll

McKee's are manufacturers of very high quality gourmet pies and family butchers. Started in 1898 by William Hill McKee and carried on by succeeding generations of the family. The butcher shop offers a range of Beef, Pork, Poultry, Gammon & Honey Glazed Hams along with award winning Pies, Sausage Rolls, Sausages & Beef Burgers all year round.

<http://www.mckeespies.com/>