

SALSA

Safe and Local Supplier Approval

CASE STUDY

Irish Popcorn & Snackfood Co



“Achieving SALSA approval has strengthened our systems, boosted team confidence and given our customers even greater trust in the quality and consistency of our products.”

Patricia Macaulay, Company Director

WHY SALSA?

01

“The main driver for joining SALSA was to strengthen our food safety systems and meet the expectations of existing and future customers.”

02

“As the business continued to grow, we wanted a recognised food safety certification that would demonstrate our commitment to quality and give customers additional confidence in our products and processes.”

03

“SALSA provided a clear structure for improving documentation, procedures, and overall standards within the business.”

COMPANY BACKGROUND

“We are the Irish popcorn and snack food company that has been producing quality snacks for over 30 years. We specialise in flavoured popcorn supplied to retailers, cinemas, and school lunch programmes across Ireland.

The business started from a passion for creating tasty, high-quality snacks that people of all ages could enjoy. Over the years, we have grown steadily by focusing on consistency, flavour, and customer relationships. What makes our products distinctive is the range of flavours we offer, our commitment to quality ingredients. We are proud to be an Irish business that has built long-term partnerships with customers while continuing to develop new products to meet changing consumer tastes.”



We would encourage any Irish food or drink producer who is unsure about SALSA to go for it, as the process strengthens your business, improves food safety standards and gives customers greater confidence in your product.”

BENEFITS / OUTCOMES



Strengthened FSMS

“It has strengthened our food safety management systems, improved internal procedures, and increased confidence across the team.”



Meeting Customer Expectations

“It has helped reassure both existing and potential customers that we operate to recognised industry standards.”



Supporting Growth

“The approval has supported new business opportunities and strengthened our reputation within the market.”

Ready to start your approval journey?

Find out more:

- Register and join up at www.salsafood.co.uk/ireland
- Email info@salsafood.co.uk for more details

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