

F&B 360°

PROSPECTUS

TAILORED SUPPORTS for profitability

Empowering leaders. Driving results.

- Access to a *dedicated business advisor* for expert guidance
- Avail of *one-to-one clinics* in response to your specific F&B challenges
- Opportunity to develop a *tailored roadmap* for your business
- Inspire your F&B team with our *suite of masterclasses*

Introducing F&B 360°

F&B 360° is a strategic leadership support developed by Fáilte Ireland. It is designed to help General Managers and F&B leaders of hotels and visitor attractions to grow revenue and profitability and improve their resilience.

Through one-to-one expert support, the GM in the business will co-create a tailored roadmap or action plan to overcome F&B challenges. With expert guidance and a range of financial diagnostics, masterclasses and practical tools this will drive the change needed for improved performance.



Why F&B 360° matters

F&B 360° is designed to help you:

- **Unlock F&B profitability**
Understand your true margins and focus energy on high impact areas
- **Make smarter & faster decisions**
Better decision making with diagnostic insights and expert guidance from our advisors
- **Lead with confidence**
By using a clear action plan and structured support for your business
- **Build a stronger team**
By improving financial literacy, boosting morale and creating shared momentum
- **Innovate your F&B offering**
Rethink space, service and experience to attract and retain guests
- **Build competitive advantage**
Equip your leadership team to respond strategically and stay ahead of market shifts

**EXPRESS
INTEREST**

Open 29th
October 2025



NOTE: Places are limited, subject to criteria and terms and conditions. Submission of an Expression of Interest is not a guarantee of a place.

The value of this Programme support, up to its maximum value of €10,000 is considered State Aid, under the De Minimis Regulation or the relevant GBER exemptions (if applicable).

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Who should apply for F&B 360°?

F&B 360° is designed for Owners or General Managers from registered hotels and large visitor attractions in the Republic of Ireland that have an in-house food & beverage offering and are looking to improve their F&B performance.

Eligibility criteria

- ✓ Applicant businesses to this programme must be able to confirm they have not received or are an active applicant for De Minimis Support to the cumulative value of €300,000 within the last 36 months which includes this programme value of €10,000.
- ✓ Need to be a registered hotel or established visitor attraction in the Republic of Ireland with an in-house F&B offering
- ✓ Must be the business owner or GM that signs up to lead the programme and lead the F&B management team of the business
- ✓ Consider F&B as an important revenue stream which accounts for;
Hotel: minimum 20% of total revenue
Visitor attraction: minimum 10% of total revenue
- ✓ Need to have a dedicated manager with responsibility and overall accountability for F&B Operations and performance



Watch the video to learn more

A video player thumbnail for the F&B 360° programme. The background is a blurred image of a restaurant interior. In the top right corner is the Fáilte Ireland logo. In the center, the text 'F&B 360°' is displayed in large, bold letters, with 'F&B' in white and '360°' in green. Below this, the text 'TAILORED SUPPORTS FOR PROFITABILITY' is written in smaller white letters. A large, semi-transparent play button icon is centered over the text. Below the play button, the text 'LOG ON TO EXPRESS YOUR INTEREST AT' is written in small white letters, followed by a green button with the text 'failteireland.ie'. At the bottom, a dark grey box contains the text 'Log on to the Fáilte Ireland website now and register your interest.' in white.

 Play video

How F&B 360° works

F&B 360° is a modular, flexible support designed to be spread over a 12–18 month period



F&B Masterclass Series

Masterclasses for your F&B Team

2 hours duration with opt-in flexibility



F&B Strategy

- ✓ Business plans
- ✓ Setting important KPIs



F&B Skills Talent

- ✓ Skills & Talent Management
- ✓ Labour



Menu Engineering

- ✓ Quality Procurement
- ✓ Cost Control
- ✓ Pricing



F&B Concepts

- ✓ Space design
- ✓ Service design & flow
- ✓ Experience & events



Marketing Sales & Events

- ✓ F&B audience development
- ✓ Target marketing



F&B Operational Excellence

- ✓ Production
- ✓ Service processes



F&B Mastermind Sessions

Duration: 1 hour online sessions

All Masterclass participants can attend Action learning to address real business challenges with fellow participants.



F&B 360° Partnership Approach

Fáilte Ireland commits to provide:

- An F&B assessment and individualised resilience feedback report for your business.
- Expert guidance through 1:1 clinics with a business advisor allowing you to co-create a tailored development roadmap for your business to improve F&B performance and resilience.
- Follow on 1:1 clinics with expert clinicians on key focus areas.
- Short Impact Review clinics to assess the business impact of actions taken.
- A broad range of online and in person masterclasses to support your F&B team's capability building.
- A symposium event with inspirational national and international speakers addressing key F&B issues and opportunities.
- F&B 360° supports are worth an estimated value of between €5,000 to €10,000.



Owners/GMs participating in F&B 360° commit to:

- Leading their F&B team's participation and dedicating an estimated 2.5 hrs per month or a total of 30 hours GM time over 12–18 months.
- Ensuring the full F&B team dedicate an estimated 4 hours per month shared across all F&B staff or a total of 50 hours across 12–18 months to participate in F&B 360°. This involves attending relevant clinics, recommended 2 hr masterclasses and following up on agreed actions.
- Completing an F&B Needs Assessment survey (est. 15 mins), working closely with a business advisor to co-create the development roadmap for the business and working with the F&B team to apply the learnings and implement the agreed action plan.
- Assigning an F&B manager to follow on 1:1 clinics with GM oversight and sign off on any agreed KPIs.
- Attending the F&B Symposium, planned for April 2026 if the date is suitable.
- Participate in evaluations to measure business impact.
- Willingness to work on own business performance data by sharing it confidentially with your business advisor and Fáilte Ireland. This will support you measuring the impact of actions taken on your own business as a result of F&B 360°. As a government funded support of scale for industry, it will also help Fáilte Ireland measure the collective impact of F&B 360° on the industry.

