

# TIM KELLS OF RICH SAUCES TALKS ABOUT THE VALUE OF NI CHAMBER CONNECTIONS



Rich Sauces, based in Newtownards, has grown over the last 28 years from a family business to become one of the leading manufacturers of mayonnaise, sauces and bouillons in Europe. The award-winning range, which is supplied to the food service sector and catering companies, is unique in the market place, delivering outstanding flavour, quality and consistency.

Rich Sauces Marketing Manager, Tim Kells, says NI Chamber Connections, partnered with Ulster Bank, has been a great way to connect with potential customers.

*"NI Chamber Connections has been of great help to us and we have gained a major lead from it. People do business with other people - but there are some people who are hard to get access to. However, the Connections programme has allowed us to form a relationship with a large company which has a presence in the UK, Ireland and internationally as well. We have had three meetings now with this company, who we would normally struggle to get in front of by using traditional marketing techniques, and things are progressing very well. While things are at an embryonic stage, the meetings have included a site visit to our premises and we are now involved in a follow-up plan. Our potential customer is a very large organisation. We do not expect a deal to be*

*finalised for some time - but if it comes through it will certainly be quite a significant piece of business for us.*

*"We look at NI Chamber Connections as a means of providing us with a lead or a suitable match with whom we can do business. My advice to other companies thinking of participating in the Connections programme is to establish their point of difference with competitors and then take that to the Connections team at the Chamber with a brief about who they would like to get in front of. That is ultimately where the strength of the programme lies - NI Chamber gives companies the connections and puts them in front of the right people."*



NI Chamber Connections, partnered with Ulster Bank, supports local companies on a one to one basis to grow and trade internationally.

The objectives of the programme are to:

- Assist businesses to develop and grow
- Provide a vehicle for shared learning
- Encourage new market development
- Inspire businesses to investigate opportunities.

**FIND OUT MORE AT**  
**WWW.NORTHERNIRELANDCHAMBER.COM/**  
**CONNECTIONS**

or call **028 90 244113**

## A WORD FROM OUR PARTNER

At Ulster Bank we are very pleased to partner with the NI Chamber to support the Connections programme. Fostering a culture of collaboration that can support businesses with their international growth ambitions is important to the success of our economy. Supporting entrepreneurship is very important to us at Ulster Bank.

We have a suite of products available to assist aspiring exporters and we are the only local bank with a full membership of the international banking association, IBOS. We have the people, connections and experience to help so wherever you're business takes you we'll make sure you are equipped to succeed. With £1.5bn available to lend to businesses this year, we look forward to supporting sustainable growth and development in NI companies.



 Northern Ireland  
Chamber of Commerce  
and Industry



 **Ulster Bank**