

SMOKEHOUSE LIFE

ISSUE 1, OCTOBER 2019



'OLD SMOKY' STILL ON TOP AFTER 40 YEARS BIG THANKS TO YOU ALL

Connemara Smokehouse is celebrating 40 years of bringing you the finest smoked seafood from the wild Atlantic Ocean.

Graham Roberts, whose parents Bridget and John, founded the family business on the rugged Atlantic seaboard in 1979, says reaching the "significant milestone" reflects the loyalty of the firm's customers spanning five decades.

"A lot of our customers will know we are long established as many of them have been enjoying our produce for decades. Our success over the years is down to them - our happy customers.

Graham also pays tribute to the entire Connemara Smokehouse team for the longevity and success of the family business.

"The customers are happy because our team pulls out all the stops to provide the finest produce with matching service. Connemara Smokehouse staff are our backbone and it is they who continue to drive this business forward with their dedication and enthusiasm for excellence. Everyone has played their part and great credit is due to all at Connemara Smokehouse for

their efforts over the years.

"Our business has had many ups and downs - we've endured fire and flood, and pretty much everything in between. Indeed, our business has changed quite a bit over time while our primary focus has always been firmly on producing the finest quality and ensuring our customers are always happy."

And there has been much recognition since 1979 – numerous awards, recommendations and reviews have gained world recognition for Connemara Smokehouse, which is the oldest smokehouse in Connemara and one of the oldest in Ireland.

As Graham says, "the taste speaks for itself" and that has been the foundation for the company's progress.

"Whether it's smoked salmon, tuna, mackerel, or other fresh catches from the Atlantic, we follow a simple recipe that keeps our customers coming back for more: fresh fish, natural ingredients, and time-honoured traditional smoking methods.

While Connemara Smokehouse has always moved with the times by adopting to new technologies, the team knows the importance of not



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sacrificing its long-established traditions to progress.

"We hand-fillet and traditionally dry-salt our fish before smoking. We also still use 'Old Smoky', our kiln, to beechwood smoke our fish until done to perfection," says Graham.

Connemara Smokehouse has supplied some of the biggest names in retail throughout the years – including prestigious high street leaders such as Harrods and Fortnum and Mason in London.

"Here's to everyone who's joined us on our journey as we look forward to another 40 years of Connemara Smokehouse," Graham adds.

SMOKEHOUSE UPDATE

Hello from all of us at the Connemara Smokehouse.

It is that time of year again when we remind you about our award-winning Smokehouse products. It's time to start thinking about your Christmas order to avoid any disappointment of our products being out of stock.

2019 has been another busy year and, as always, it has been lovely to see so many familiar faces, and also to meet new visitors to the Smokehouse.

It is also fantastic for our family to be celebrating 40 years in business. It has been a pleasure for me to grow up involved in running the family business and I'm delighted to now see our children learning the skills and knowledge passed on to me and carry them on into the third generation. It's also lovely to still have my parents, John & Bridget involved and we look forward to many more years ahead.

A big thank you to all of our customers for their continued support and also to our wonderful Smokehouse team for all of their hard work and dedication . . . here's to the next 40 years. Of course, our priority continues to be about quality and personal service. We would like to take this opportunity to wish you and your family a very Happy Christmas and warm wishes for a peaceful New Year.

Graham Roberts,
Connemara Smokehouse

INTERNATIONAL CELEBRITY CHEFS TO VISIT SMOKEHOUSE

Connemara Smokehouse is set to host international celebrity chefs as part of the Food On The Edge symposium in Galway this October.

Stars of Netflix TV series 'Chef's Table' will join other culinary A listers at the Galway event to be held October 21-22. Brazilian chef Alex Atala of D.O.M. in São Paulo, and New Zealander Ben Shewry from Attica in Melbourne will headline the panel of speakers taking part in the annual showcase at the National University of Ireland Galway campus.

Joining the duo is Leonor Espinosa, the Colombian who was voted best female chef



in Latin America in 2017, and Daniel Giusti, ex head chef at Noma in Copenhagen, whose Brigaid project is working to improve the standard of public school food in the US. Graham Roberts is looking forward to welcoming the visitors to Connemara Smokehouse. "We'll have some of the world's best culinary geniuses in Galway next month. They will be going walkabout, visiting local artisan food producers and experiencing the rich culinary heritage of Ireland. "We'll be delighted to host the visitors and show them around the Smokehouse where they can experience our traditional production process and taste the finished products."

HITTING THE HEADLINES . .

"Located in an idyllic setting, metres from the sea beside a white sandy beach in Ballyconneely, the Smokehouse is a standard-bearer for all that is good in the Irish food industry."

Vanessa Berman, Sunday Business Post

The Sunday
Business Post

"Graham's poetic account of how to prepare smoked Irish tuna and salmon nibbles on warm toast or soda bread with cream cheese, cucumber, fresh dill, lemon or lime and a chilled glass of wine, would convince the staunchest fish-hater to taste his products for themselves. Next time you think of Connemara, think of fresh, delicious local seafood, It's right on our doorstep."

Yvonne Kerr, Country Living

COUNTRY LIVING
MAGAZINE

"Perched at the end of Bunowen Pier, he's [Graham] happy to demonstrate the handmade smoking process (tours run Wednesdays at 3pm during the summer), but what catches my eye are the fishy drawings Bridget's grandkids (Graham and Saoirse's kids) have pinned over the cash register. That's a family business."

Pól Ó Conghaile, Irish Independent Weekend-Travel

Weekend
Magazine

WHAT A PAIRING!

ROSÉ DE LOIRE AND CONNEMARA SMOKED SALMON



Connemara Smokehouse smoked salmon was paired with Rosé de Loire to great acclaim at May's Fete des Vins d'Angou in France. Every year, a wine is honoured and paired with an appropriate food at this celebration of the Anjou region's finest fruits of the vine. To celebrate the 60th Anniversary of the festival, Connemara Smokehouse

was delighted to showcase its Organic Smoked Salmon and have it paired with Rosé de Loire. Over the years, the event in France has become a calendar highlight for the Roberts family and the team at Connemara Smokehouse. Graham said: "The marriage of the Rosé de Loire with our organic smoked salmon went down a treat and was certainly

something to write home about. "We've been attending this great event since 2012 - it was lovely to catch up with friends, taste some fine wines and enjoy the atmosphere of the weekend at the Fete des Vins d'Anjou."

SAOIRSE'S LETTER FROM 'THE END OF THE WORLD'

There's been plenty of activity at our rugged, oceanside Connemara home which has been dubbed 'the end of the world' by some kind media commentators (hence the column title).

Certificate of Excellence

This summer, our Food Économusée has been awarded a Certificate of Excellence as visitors continue to be captivated by the experience



of seeing our traditional processes in action.

Connemara flavour to 'Taste the Island'

We were also delighted to play a big part in the Failte Ireland's 'Taste the Island' initiative which follows on from the success of Bord Iascaigh Mhara's (BIM) 'Taste the Atlantic – a Seafood Journey' showcase in recent years. 'Taste the Island' will be run each year for three years and give visitors a fantastic flavour of Ireland's finest

food and drink experiences. We're honoured to play our part in this culinary adventure.

Shortlisted for award

Connemara Smokehouse has been shortlisted for a new award. The 'Wild Atlantic Drive - A great Shopping Experience' is awarded by Inflightflox International. Inflightflox is an online tourist video guide featuring top things to do, places to eat and stay in Ireland.

Saoirse Roberts



IN THE BEGINNING . . .

CONNEMARA SMOKEHOUSE WAS FOUNDED BY HUSBAND AND WIFE TEAM JOHN AND BRIDGET ROBERTS IN 1979.

"The first time I came here it just felt like home," says Bridget Roberts, recalling her family's move to Connemara more than 40 years ago.

John is a lifelong fisherman, having first gone to sea in 1967. After achieving a qualification in maritime studies, he went to work in the fisheries sector, and became heavily involved in fisheries research in Ireland and the UK.

Way back in 1979, John and Bridget were offered an "Afos" fish-smoking kiln, which he bought and installed in the smokehouse at Bunowen in Connemara after a precarious journey in the back of a car. This was the start of a food business that would grow and become a world-famous producer of smoked fish.

The original kiln, fondly dubbed 'Old Smoky', has undergone some major surgery and tender loving care over the years and gives the produce unique and distinctive flavours. 'Old Smoky' has pride of place at the Smokehouse.



Graham and Saoirse Roberts.



Three Generations at the Smokehouse: John, Keith and Graham Roberts.



Graham, Amy and John Roberts.



Keith, Katie, Graham, John, Saoirse, Bridget, Ethan and Amy.

NEW
PRODUCT

WILD
SMOKED
SEA TROUT



We are delighted to introduce Wild Smoked Sea Trout as a limited availability, new product to this year's range. Please see our website for availability and prices.

PRICES

EXCLUSIVE SPECIALITY ~ IRISH SMOKED TUNA

200grm Cold Smoked Tuna	€25.00
200grm Honey Roast Smoked Tuna	€25.00

SMOKED SALMON

	WILD	ORGANIC
800grm sliced side	-	€49.00
500grm sliced side	€100.00	€35.00
200grm sliced pack	€40.00	€17.00

GRAVADLAX (MARINATED SALMON)

	ORGANIC
500grm sliced side	€35.00
200grm sliced pack	€17.00

ROAST SMOKED SALMON

	ORGANIC
200grm sliced pack	€17.00

HONEY ROAST SMOKED SALMON

	ORGANIC
200grm sliced pack	€17.00

OTHER SPECIALITIES

Plain Smoked Mackerel (3 Fillets)	€8.50
Peppered Smoked Mackerel (3 Fillets)	€8.50
Kippers (Pair)	€8.50
New 300g Wild Smoked Sea Trout	€45.00
New 400g Wild Smoked Sea Trout	€60.00

SHIPPING RATES

PRICES FOR SHIPPING ARE
FOR THE WEIGHT OF THE FISH

BY ROAD:

IRELAND: €16 per box up to 15kg
UK MAINLAND: €20 per box up to 15kg
EUROPE: Belgium, Germany, Luxembourg,
 Netherlands - €30 per box up to 15kg

UPS BY AIR

EUROPE: Belgium, France, Germany, Italy,
 Luxembourg, Netherlands - 1st kg €29,
 €4.00/kg thereafter
 Corsica - 1st kg €54, €4.00/kg thereafter
 Austria, Denmark, Finland, Greece, Portugal,
 Spain, Sweden - 1st kg €35, €5/kg thereafter
 Andorra, Guernsey, Jersey, Liechtenstein,
 Norway, Switzerland - 1st kg €45, €6.50/kg
 thereafter
 Isle of Man by UPS - 1st kg €52,
 €3.00/kg thereafter

CHRISTMAS 2019 LAST ORDER DATE:

1st December

LAST DISPATCH DATES:

Europe by ROAD: Monday 09th December
 UK: Tuesday 10th December
 Ireland: Wednesday 11th December
 Europe by AIR: Tuesday 10th December

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