**RTÉ and Lidl Ireland**

**The Taste of Success**

**Turn your Food Passion into a €100,000 Prize!**

Calling all Food Lovers!

Do you want to make a living from your food passion? Imagine winning a prize worth at least €100,000, including an incredible €50,000 in **CASH** to help launch your new food career? **RTÉ** and **Lidl Ireland** have come together to find the next great Irish Food Product.

A new RTÉ One series, **The Taste of Success**, will see members of the public and local producers compete to get their food product on the shelves of Lidl Ireland’s 140 supermarkets.

This is the food journey of a lifetime where members of the public and local producers will be tested and have their products refined by Lidl Brand Ambassador Paul Flynn along with Lidl Ireland and a host of food industry experts.

This competition is open to anyone at all who has a wonderful food product. So it might be your granny’s delicious bread recipe, a tasty new jam or sauce combination you’ve concocted or your special occasion desert. You might have dreamed up an innovative new health food product or it could even be your own home brew! Have a look around your Lidl store and find out if you’ve got what it takes to discover what they’re looking for. The most important thing is that entrants must submit their own **unique** **product**.

Just go to [www.rte.ie/food](http://www.rte.ie/food) for an application form or follow on @RTEtastesuccess

Or you could watch Paul Flynn on <https://www.youtube.com/watch?v=NOjRgHMrptc>

Closing date for applications is Wednesday June 11th 2014.

Plus The Taste of Success is teaming up with RTÉ Radio One’s Mooney show so tune in for regular updates.

Your unique food product could net you a prize worth at least **€100,000**. This includes a €50,000 cash prize, a 3% royalty on the product while it’s listed in Lidl – for a minimum of 6 months, to a value of at least €25,000 but potentially more if the product continues to sell – and €25,000 product development and marketing support.

So if you have an idea for the next great food product that you know Lidl shoppers would love, we want to hear from you.

For more information mail us at thetasteofsuccess@rte.ie