

TRACIE DALY

Executive Food Business Coach | Culinary Consultant | Festival MC & Speaker

Website: www.traciedaly.com | **Instagram:** https://www.instagram.com/tracie_daly/

Location: Kilkenny, Ireland | **Contact:** tracie@traciedaly.com | 085 175 5005

1. Executive Bio

Tracie Daly is a Ballymaloe-trained chef, qualified executive business coach, and award-winning food consultant based in Kilkenny. Recognised as "the person I needed when I was on the floor," Tracie bridges the gap between culinary craft and commercial profit.

Having worked as a senior teacher at Ballymaloe Cookery School for nearly a decade and managed high-volume food operations as well as setting up and running her own award-winning cafe and bakery, she now works directly with independent food business owners, SMEs, and national producers up and down the island of Ireland. Tracie specialises in turning struggling hospitality operations into high-margin, businesses through menu engineering, operational systems, and high-energy coaching. She is also development chef for Ballymaloe Foods and The Little Mill, home economist for Rory O'Connell and private chef for Ornua as well as the resident chef for Sinead Ryan of The Home Show on Newstalk.

2. Core Media & Commercial Offerings

A. Festival MC, Live Host & Keynote Speaker

- **The Stage Powerhouse:** Highly sought-after host for premier national food festivals, including the *Ballymaloe Festival of Food*, *Savour Kilkenny*, and *Taste of Sligo*.
- **Live Demo Moderation:** Expertly curates, introduces, and manages live cookery stages, bringing warmth, high energy, and seamless pacing to celebrity chef demos and panel discussions.

B. "At Home with Tracie" — Food Video & Content Creation

- **Real Kitchen Storytelling:** Short-form vertical recipe videos (Instagram Reels & TikTok) filmed directly in her Kilkenny kitchen.
- **Commercial Credibility:** Combines chef-level styling with clear product showcases for clean-label Irish producers, dairy, bakery, and artisan brands (Ballymaloe Foods, The Little Mill, Ornua/ Kerrygold)

C. Food Business Coaching & Advisory

- **Commercial Menu Engineering:** Restructuring menus using "Mother & Daughter" base preparations to boost Gross Profit (GP) margins and minimise kitchen waste.
- **Operational SOPs & Systems:** Helping operators streamline workflow, lower labour costs, and eliminate kitchen bottlenecks.

3. Press & Media Highlights

- **Sunday Independent Life Magazine:** Featured profile on hospitality resilience (*"I'm the girl I needed when I was on the floor"*).
- **Irish Farmers Journal / Country Living:** Feature on regional business coaching and keeping Irish food SMEs thriving.
- **The Taste.ie / "At The Pass":** Recognised leader in hospitality advocacy, driving research-backed mental health and operational support initiatives.

4. Brand & Partner Profile

Metric	Profile / Target
Audience Profile	Independent Café Owners, Restaurateurs, Artisan Producers, Hospitality Operators, Food Lovers
Primary Platforms	Instagram (Reels & Daily Stories), Website, B2B Industry Workshops
Key Values	Authenticity, Commercial Clarity, High-Energy Support, Irish Sourced & Sustainable
Collaboration Types	Event Host/MC, Brand Ambassador, Sponsored Recipe Reels, Panel Speaker, Masterclasses

5. What Partners Say

"The Ballymaloe Festival of Food is the success it is because of the powerhouse that is Tracie Daly. On stage, Tracie is engaging, enthusiastic, and incredibly supportive... Her attention to detail and initiative truly elevate our festival."

— **Bree Allen**, Ballymaloe Festival of Food

"Tracie is a true professional who brings research, preparation, and genuine energy to every event. She knows how to read the room, engage the audience, and keep discussions flowing smoothly. Her ability to turn chefs' technical details into engaging stories makes her an invaluable part of any food festival."

— **Kenny Maguire**, *Maguire Cookery Demonstrations & Flavours of Fingal*

"Tracie is a natural MC who combines warmth, professionalism, and deep food knowledge. She keeps the energy high, connects beautifully with guests, and makes interviewees shine. We've already booked her again for our next Craft Butcher Expo."

— **Dave Lang**, *Associated Craft Butchers of Ireland (ACBI)*

"Tracie is professional, knowledgeable, and always brilliantly prepared. Her relaxed vibe and personable approach keep audiences engaged and energy high. I highly recommend her for any event."

— **Louise Ryan**, *Coeliac Society of Ireland*

6. Booking & Enquiries

- **Website:** traciedaly.com
- **Direct Email:** tracie@traciedaly.com
- **Phone:** +353 (0)85 175 5005
- **Socials:** https://www.instagram.com/tracie_daly/ on Instagram

