



## KILCULLEN BY BRIAN BYRNE mailto:brbyrne@indigo.ie (PH: 086 8267014)

### A Fáilte honour for Fallons café bar

FALLONS Cafe Bar has added another award to its already crowded shelf of accolades with the achievement of the Service Excellence Award at the recent Fáilte Ireland **Optimus** Awards.

The event was held in Galway and Fallons were among 20 operations given the award for their ongoing commitment to continuous improvement and business excellence.

The **Optimus** programme, developed by **Fáilte Ireland**, aims to help **tourism** establishments—including hotels, restaurants and visitor centres – achieve excellence in every aspect of their business by providing a practical approach to improving the quality, value and delight that visitors experience during their stay in **Ireland**.

Redmond O'Donoghue, Chairman of **Fáilte Ireland**, stressed the importance of **Optimus** in the current trading conditions.

"I would like to commend your willingness to take on **Optimus** at a challenging time for **tourism**," he told the recipients. "This demonstrates your ability to embrace challenges and deal with them proactively.

"For our part, we in **Fáilte Ireland** are committed to working with you and others in the industry to overcome the challenges posed by the current economic climate. Indeed, 2010 will see us enhancing our level of practical business support offered to tourism enterprises."

Meanwhile, Fallons is offering rugby fans a series of RBS 6 Nations lunches in February so they can watch the matches on a big screen in the back room suitably foddered.

The initiative involves lunch being served before the first match

begins, with cheeses being served at half times.

On February 13, the first match is Wales v Scotland at 2pm, followed by the France v Ireland contest at 4.30pm.

On February 27, Italy v Scotland kicks off at 1.30pm, while the England v Ireland event starts at 4pm.



Pictured at the awards ceremony are Brian Fallon; Adrian Cummins, Restaurant Association of Ireland; with Mary O'Neill, Sarah Kelly and Grace Brannock of Fallon's of Kildallen