



OPPORTUNITY BRIEF · DEMO-IE-FB-0001

Northstar Beverages Ireland Bottling-line & utilities expansion

A brownfield production and utilities expansion at the fictional Northstar Beverages site in County Kildare appears to be moving from planning toward equipment-package definition — early enough for a supplier to influence specification.

STAGE Design / early package definition	BUYING WINDOW 3–9 months (illustrative)	SCORE 82 / 100 · Priority	NEXT REVIEW 30 days
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Executive thesis

Northstar Beverages Ireland appears to be preparing a brownfield bottling-line and utilities expansion at its Kildare facility. Three independent, corroborating signals — a planning application, project-engineering recruitment and a contractor appointment — indicate movement from planning and design toward detailed design and mobilisation.

A supplier of process, utility or automation equipment may still have time to influence key package choices, but the procurement route and incumbent standards remain unknown. The recommended first action is a technical conversation with the project engineering lead or appointed contractor — not a catalogue pitch.

Why it may matter to you: a bottling-line expansion of this scale typically touches product transfer, CIP capacity, valve automation, utility water, compressed air, dosing, instrumentation and commissioning spares. Several related packages could be open; none is confirmed.

Evidence trail

DATE	SOURCE (FICTIONAL)	OBSERVED FACT	QUALITY
12 Jun 2026	County planning register	Application describes a 2,800 m² production extension and a new external utility area, including plant room.	Primary · authoritative
02 Jul 2026	Company careers page	Senior Project Engineer role requiring bottling-line, utilities and commissioning experience; 18-month contract.	Primary · commercial
21 Jul 2026	Contractor press release	Meath-based engineering contractor announces appointment to a "beverage facility upgrade in County Kildare".	Primary · commercial

Interpretation: the three signals are consistent with a project moving toward detailed design and mobilisation. They do **not** prove that equipment packages remain unselected, that procurement has started, or that any incumbent is displaced. In a live brief, each row links to the preserved source document with retrieval date and checksum.

Opportunity score

ILLUSTRATIVE SCORING

Product fit		27/30
Timing		20/25
Evidence		17/20
Access		10/15
Value		8/10

Priority, subject to qualification

82/100

A score is a documented hypothesis that organises analyst attention. It is not proof a buyer is active or that revenue will result.

Likely equipment relevance

- Hygienic product-transfer and CIP pumping
- Sanitary valves and automated manifolds
- Flow, pressure and conductivity instrumentation
- Utility water and wastewater handling
- Dosing and chemical handling
- Compressed air and services
- Commissioning spares and service agreements

Scoped to you: in a live engagement this section is written against your specific product range — not a generic equipment list.

Buying committee & contacts ALL CONTACTS FICTIONAL

Contact confidence shows exactly how each record was sourced and verified. Fictional details below use reserved example domains and non-routable numbers.

Aoife Brennan

VERIFIED

Project Engineering Lead · Northstar Beverages Ireland

Email: aoife.brennan@northstarbev.example

Phone: +353 1 555 0142 (switch)

Why her: owns scope, schedule and vendor coordination for the expansion. Likely gatekeeper for package definition.

Source: company site + professional profile, cross-checked 2026-08-19

Declan Moore

VERIFIED

Utilities & Site Services Manager · Northstar Beverages Ireland

Email: declan.moore@northstarbev.example

Phone: +353 1 555 0177 (switch)

Why him: the new utility area lands in his remit; utility-water, air and services packages likely route through him.

Source: trade-press interview (fictional), verified 2026-08-19

Sinéad Callaghan

PROBABLE

Procurement Manager · Northstar Group (fictional)

Email: s.callaghan@northstargroup.example

Why her: group-level procurement appears to run capital purchasing; direct vs. contractor purchasing route unconfirmed.

Source: pattern-matched from group announcements; awaiting verification

Rory Fitzpatrick

IDENTIFIED

Projects Director · Meridian Process Engineering (fictional contractor)

Email: r.fitzpatrick@meridianpe.example

Why him: his firm announced the appointment; detailed design and several package selections may sit with them.

Source: contractor press release, 2026-07-21; role identified, contact unverified

Known unknowns

- Whether equipment is already specified or framework-bound
- Incumbent brands and site standards
- Exact line throughput and product characteristics
- Whether the project will be phased
- Who owns detailed design — plant or contractor
- Direct, contractor or EPC purchasing route
- Planned commissioning date
- Which technical risk the team cares most about

Recommended engagement plan

First action — technical conversation, not a pitch

Approach the engineering lead (Brennan) or the appointed contractor (Fitzpatrick) with a question rooted in the observed change:

“We've been following the proposed production and utility expansion at your Kildare site. On similar beverage projects, product-transfer and CIP capacity often become linked constraints. Has the team already frozen its process standards, or are those packages still under review?”

Then, in order

- Confirm the design and procurement route (plant vs. contractor vs. EPC)
- Identify what the appointed contractor controls
- Map installed standards and incumbent brands
- Establish whether utilities and production are one capital package or several
- Identify the maintenance owner for the service/spares conversation

Re-score triggers

This record is re-scored if any of the following appears: a tender or procurement notice; a named integrator or EPC; revised planning documentation; utilities applications; commissioning recruitment; construction start; or a supplier announcement.

What a live brief adds

- Every factual claim linked to an accessible, preserved source with retrieval date
- Contact records with named source, verification date and GDPR-conscious provenance
- Scoring weighted to your product range and agreed with your team
- Outcome tracking against replies, calls and qualification — where you share it

Fictional sample. Northstar Beverages Ireland, Northstar Group, Meridian Process Engineering and every person, email address, phone number, date, event and score in this document are invented to demonstrate format and method. Example domains are reserved under RFC 2606 and phone numbers are non-routable.

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