

Helen McArdle

FeedThePulse



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A family of chefs surrounds Helen McArdle but she is the driving force behind the business side of FeedThePulse.

Her husband Owen is the company's head chef and their two sons Glen and Dan are both qualified chefs.

Helen and Owen had been running McArdle Catering when they decided to develop the idea for FeedThePulse, a food company producing healthy and nutritious food. It was inspired after a meeting with Croi, a foundation dedicated to fighting heart disease and stroke.

They set up the Galway company, which started trading in March 2016, creating clean-label, functional foods using no artificial colours, flavours or preservatives. The family-run business started with sauces but plans are already underway to develop new products.

FeedThePulse sauces are used by the McArdles in providing healthy meals for many sports teams in Galway and Connacht. They are also stocked in McCambridges of Galway along with Supervalu stores in Galway, Roscommon and Athlone. And the Claregalway-based company is planning on expanding its reach in the next few months.

All foods support a healthy heart and meet the nutritional needs of an elite athlete. They are low in salt, sugar and fat and are a source of fibre and protein. Helen's dream is to make healthy and nutritious food more widely accessible.

She found the ACORNS programme an excellent way to network, tease out business issues as well as drive her own business forward. A graduate of the Food Academy Programme and supported by Údarás na Gaeltachta, FeedThePulse was the only Irish company to place in this year's Unilever Foundry and Food Vision Trailblazer Competition.