

Jac Keady

Caveman Grub



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It was the infamous Irish breakfast roll that resulted in Jac Keady setting up her own healthy food range, Caveman Grub.

When she first moved home to Connemara from Cambridge, her healthy lifestyle was the first to go. No longer cycling everywhere and eating unhealthy food – like the breakfast roll – resulted in her weight creeping up.

She decided to do something about it and started working out and practising healthy Paleo eating with fitness expert, Pat Divilly. It became a passion.

After working as a financial advisor for 11 years in the UK and Ireland, a pregnant Jac took redundancy in 2012. As a hobby, she made celebration cakes which were in hot demand. But soon she felt the cakes no longer fitted in with her healthy lifestyle and, at the same time, could not find any tasty Paleo food on the market.

She began to experiment with making grain-free products, starting with a Paleo bread. After 126 attempts, she hit on the perfect recipe that was healthy – and tasty, with zero-net carbs, high in protein and fibre.

Multi-talented Jac was the artistic director for the packaging design, and directed the photoshoot of her products on her kitchen table, which now include the NoGrainOla bar and a brownie mix, selling online and in stores across the West of Ireland.

The brownie mix won a Great Taste Award in 2016; NoGrainOla won Gold in the 2017 Free From Awards for best snack bar. New products on the way include Paleo pancake and flapjack home mixes, with cake mixes, new bars and cereals coming in 2018.