

Helen McArdle

FeedThePulse



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A family of chefs surrounds Helen McArdle but she is the driving force behind FeedThePulse, a food company based in Claregalway, Co Galway.

Her husband Owen is the company's head chef and their two sons Glen and Dan are both qualified chefs. The company was born from a simple idea that the foods we cook should contribute to our future health and wellbeing. Helen and Owen decided that their food should have a 'Healthy Heart Profile' following a meeting with Croi, a foundation dedicated to fighting heart disease and stroke.

FeedThePulse started trading in March 2016 and the name was inspired when the family were watching the Galway hurlers play at Croke Park. Now they work with Galway GAA to provide all their elite athletes, with nutritious meals before, after and during training and matches.

This work gained them a mention during one of the most-watched moments on television last year as Galway's senior hurling captain David Burke paid tribute to the business in his victory speech at the All-Ireland Hurling final.

They also provide their healthy food to Connacht Rugby, Galway United, Galway ladies football and Galway Camogie.

FeedThePulse have just launched a new range of "Energy Bites" scientifically formulated for the different needs of training before, during and after.

Helen's aim is to make healthy and nutritious food more widely accessible.

She found the ACORNS programme an excellent way to network, tease out business issues and drive her business forward. FeedThePulse was the only Irish company to place in the 2015 Unilever Foundry and Food Vision Trailblazer Competition. It has also received awards from Croi for their healthy heart recipes and sauces.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.