

Deirdre Doyle

The Cool Food School

CONTACT DETAILS

T: +353 87 282 5086

E: info@thecoolfoodschool.ie

Instagram: [@thecoolfoodschool](https://www.instagram.com/thecoolfoodschool)

www.thecoolfoodschool.ie



Trying to encourage kids to eat healthy foods can be challenging, but Deirdre Doyle has come up with a fun and interactive way to educate children on healthy eating.

Reading about the childhood obesity crisis, and seeing how limited food education was for children, inspired Deirdre to retrain as a Health Coach and, in January 2018, she launched The Cool Food School.

Based in Greystones, Co Wicklow, Deirdre delivers workshops in schools, preschools, libraries and at national events. She also sells a range of items, including Kiddies Food Cutters, designed to encourage healthy eating for kids through cooking, books and more.

Deirdre took part in ACORNS following the launch of her business and she enjoyed learning from her participants and sharing in their successes.

Since then, her events have increased and, she brought The Cool Food School to the stage in front of hundreds of children at Bord Bia's Bloom festival this year. She has also brought workshops to Taste of Dublin, Taste of Wicklow, Taste of Donegal, Festival of Food at Airfield Estate and Savour Kilkenny.

Speaking at national events like this has opened more doors for Deirdre as well as raising her profile in the media. This June, she and her children were featured on the front page of the Irish Times.

Deirdre has just finished working on a new website, she is currently working with a mentor on developing The Cool Food School and she plans to hire someone to help develop her sales. While she plans to increase her own profile through events and more, her ultimate goal is to continue encouraging kids to eat and learn how to cook healthily at home.

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



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine