

Helen McArdle

FeedThePulse



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Helen McArdle is the driving force behind FeedThePulse, a family food company based in Claregalway, Co Galway. Her husband Owen is the company's head chef. 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 Croí, a foundation dedicated to fighting heart disease and stroke.

Feed The Pulse 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 in 2017 as Galway's senior hurling captain, David Burke, paid tribute to the business in his victory speech at the All-Ireland Hurling final.

Feed The Pulse continues to develop foods which have a function beyond nutrition. These foods include a range of performance specific snacks scientifically formulated for the different needs of training before, during and after. She found the ACORNS programme an excellent way to network, tease out business issues and drive her business forward.

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