

Cathy Fitzgibbon

The Culinary Celt



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CULINARY CELT

Cathy Fitzgibbon is concerned that the rising rates of obesity in Ireland are starting to mirror those in the United States and elsewhere.

Indeed, her fears about the growing health emergency and the malign influence of advertising on people's food choices go back to May 2018 when she began writing under the pseudonym The Culinary Celt while studying for an MBS in Marketing at Munster Technological University.

An experienced media professional with a background in marketing, Cathy has turned her passion for food education into a career. Now, The Culinary Celt amplifies the voices of Irish food producers and actively promotes the areas of wellbeing and sustainability through her food writing and published academic research work.

"Educating people is critically important. I have knowledge I want to impart to people based on years of experience in the marketing space. My USP is that I help cut through the multitude of conflicting advice in this area, enabling people to make their own decisions to enhance their overall wellbeing," she says.

A native of North Cork, Cathy's recently released book, *Eat with the Seasons*, highlights the environmental and physical benefits of eating foods during the seasons they are grown. She also has plans in place to host wellness retreats for people interested in exploring the concept of mindful eating.

Recently crowned the Network Cork Solo Businesswoman of the Year, Cathy is grateful to the ACORNS Programme for connecting her with a network of likeminded business professionals, with whom she could exchange ideas and speak freely about the challenges and opportunities encountered during the regular course of running their businesses.

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