

## Anne Marie Feighery

### Feighery's Farm



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Having grown up on a family farm, Anne Marie has always had a passion for all things health, food and exercise.

The inspiration for her healthy beetroot juice came from her father who was on the hunt for it after coming across numerous articles highlighting the many health benefits, including lowering blood pressure.

After discovering that there were no Irish-made (high-content beetroot) beetroot juice options, Anne Marie got to work in 2018 creating her own and had a saleable product on supermarket shelves within nine months.

Anne Marie has successfully grown her business and built a relationship with over 250 stockists in 3 years of Business. She attributes this to her fantastic support network and the focused and inspiring women that she met through the ACORNS programme.

The antioxidant and nutrient rich juice is made up of just two natural Irish ingredients: homegrown Offaly beetroot (70%) grown by Anne Marie's father and brothers on the family farm in Kilcormac, Co Offaly and Tipperary apples (30%).

Based in Kilcormac, Co Offaly, Feighery's Farm Beetroot Juice has already made a name for itself with a 2019 Blas na hEireann award for taste and coverage in the national media, including a feature on RTÉ One's Ear to the Ground.

The future is bright for Anne Marie, who aims to keep steadily growing the business and to make Feighery's Farm Beetroot Juice available around the length and breadth of the country. Anne Marie is forecasting extra help will be needed this coming harvest season and they have an online facility now in place to purchase juice directly from their website.

Winner of multiple awards including: 2021 Irish Quality Food & Drinks Awards (Good Choice Product of the Year 2021 & Gold in the Drinks Category), 2021 McKenna Guide Best in Ireland, 2020 Great Taste Award, 2020 Blas na hEireann, 2020 Winner of the Irish Country Living Women In Ag Awards 2020 for Innovation in Food & Drink.

*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