

## 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 4 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 winning numerous awards and also featured 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. In the last 12 months, Anne Marie launched a new product the Beet Bullet. Concentrated Beetroot Juice "6 shots in a bottle" aimed primarily at Athletes. We are also currently in development stages on another Beetroot inspired product to add to our range.

Anne Marie is forecasting extra help will be needed this coming harvest season and they have an online facility also in place to purchase juice directly from their website.

Winner of multiple awards including: 2023 2 stars Great Taste Award, 2023 Irish Restaurant Awards Offaly Food Champion, 2023 "Special Commendation Award" at the 2023 RDS Spring Awards in the Sustainable Agri Start-Up Awards. 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 Blas na hÉireann and 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