

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 related.

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 of the juice, including lowering blood pressure. After discovering that there was no Irish company producing beetroot juice and that what was available were brands imported from the UK and Germany, Anne Marie got to work in 2018 to create her own beetroot juice. She moved quickly and had a saleable product on supermarket shelves within nine months.

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%).

Anne Marie has successfully grown her business and built a relationship with over 400 stockists in five years of business. There is also an online facility in place to purchase juice directly from the website.

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. Anne Marie attributes the success to date, not only to the wonderful quality of the product, but also to her fantastic support network and the inspiring women that she met through the ACORNS programme.

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", which offers multiple concentrated Beet Juice shots in 1 bottle and is aimed primarily at Athletes. She also currently has in development another Beetroot inspired product to add to the range.

As the pace of growth continues, Anne Marie is forecasting extra help will be needed this season.

Feighery's Farm Beetroot Juice is the winner of multiple awards including the following: 2023 "Better Farming Awards-Diversification Farmer of The Year"; 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