

## Deirdre Doyle

### *The Cool Food School*

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Trying to encourage kids to eat healthy foods can be challenging, but Deirdre Doyle has come up with a fun and interactive way to educate children on healthy eating.

Reading about the childhood obesity crisis, and seeing how limited food education was for children, inspired Deirdre to retrain as a Health Coach and, in January 2018, she launched The Cool Food School.

Based in Greystones, Co Wicklow, Deirdre delivers workshops in schools, preschools, libraries and at national events. She has written a children's cookbook, Chop Cook, Yum (named as one of the best cookbooks of the year for 2022 in the Irish Times). She also sells a range of items, including the best-selling Kiddies Food Cutters, designed to encourage healthy eating for kids through cooking, books and more.

Deirdre took part in ACORNS following the launch of her business and she enjoyed learning from her fellow participants and sharing in their successes.

Since then, she has brought The Cool Food School to the stage across the nation at events like Bord Bia's Bloom festival, Savour Kilkenny, Cork on a Fork, Taste of Wicklow, Electric Picnic, Ballymaloe and lots more teaching her unique approach to food education to thousands of children.

Speaking at national events like this has opened more doors for Deirdre as well as raising her profile in the media. She has written several articles for newspapers (the Irish Times) and magazines like Mums and Tots and is a frequent contributor to radio.

Deirdre has won several awards for her work. In 2022 she was named one of 50 Food and Drink Heroines in the Irish Times. She was selected as an Ambassador at the prestigious boutique food festival Food on the Edge in 2019. She runs a successful Instagram account [@thecoolfoodschooel](https://www.instagram.com/thecoolfoodschooel) where she shares tips, advice, recipes and more to her growing band of over 20,000 followers.

*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