

Anne Marie Feighery

Feighery's Farm Beetroot Juice



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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 six 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 RTE One's *Ear to the Ground* and most recently *Newstalk Radio* with Bobby Kerr on *"Down to Business"*. 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 2023, Anne Marie launched a new product the "Beet Bullet", which offers multiple concentrated Beet Juice shots in one 250ml bottle and is aimed primarily at Athletes. This product has led to a very positive growth in her online sales.

This year Anne Marie is working on an exciting new Beetroot inspired product to add to the range and is targeting the end of 2025 for its launch. As the pace of growth continues, Anne Marie is forecasting for a busy season ahead and has lots of ideas and plans for the future.

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; and "Special Commendation Award" at the 2023 RDS Spring Awards in the Sustainable Agri Start-Up Awards.

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
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Food and the Marine