



HOW GLOBAL SAUCES FOUND THE RECIPE FOR SUCCESS

Agile Innovation Fund, supported by Enterprise Ireland & Local Enterprise Office.

Do you wish to develop a new product or improve an existing one?

Enterprise Ireland's Agile Innovation Fund supports the development of new or substantially improved products, services, or processes, where the total project cost is no more than €300,000. It features a streamlined online application form with fast track approval.

The fund is open to Companies who are;

- new to R&D
- operating in short, product life cycles
- undertaking small/short projects

Grant rates range from 25% to 50% and applications can be submitted online anytime. Most importantly, the fund is open to eligible Local Enterprise Office clients, like **Global Sauces**.

Learn how Global Sauces benefited from the Agile Innovation Fund.

Everyone has heard the phrase, 'what's sauce for the goose is sauce for the gander' and this is certainly true of Global Sauces in Limerick whose ethos is simply to make great tasting sauces which will appeal to everyone and tick all the right boxes in order to be the perfect accompaniment to any dish.

Established in 2013 by Vincent Sheehan, the condiment producing firm, which offers an extensive range of 10-20 products from 1 litre containers to 1000kg industrial containers, has gone from strength to strength. And thanks to training and investment, the company is not only selling to the food and service industry in Ireland but is also planning on expanding into Europe.

This, according to the Managing Director is thanks, in part, to the training undertaken by staff which has enabled the company to move forward.

“We knew that we needed to become more competitive and better at our business and this would be achieved through training and development as initially some of the staff didn’t know enough about what they were doing,” says Sheehan, who together with company directors has 25 years of experience in the sauce manufacturing sector.

“We invested in helping them to develop their skills through Health and Safety programmes as well as Food Handling courses and furthering their knowledge on our computer systems. All of these courses combined have been very beneficial and now everyone does their job well and efficiently - and thankfully, as we don’t have a big turnover of staff, everyone is still up to speed. But as things change all the time, training has to be ongoing, and we have to keep developing.”

But with just a small team working on exploring new recipes, it was both time consuming and costly, so a new, more efficient method was needed. And in a bid to become more competitive within the food sector, the Rathkeale based company applied for the Agile Innovation Fund as there was a continued need to improve R&D in order for the company to hold its own within the industry.

Their bid was successful and with the necessary funds in place, the company was able to reduce costs and improve time management by creating a better structure for R&D to allow employees to become more

flexible within their roles and more efficient with their time.

This, in turn, allowed them to dedicate more time to broadening their reach and improving company marketing to promote both their own products and internal innovation.

The support from the Agile Fund also helped to create strong retail partnerships for Global Sauces – as specialising in bespoke recipes sauces and mayonnaise, the company now had innovative means to pursue new flavours and become adventurous with their product line.

“We were able to develop a whole new range of products which enabled us to cater for several areas of the market which we hadn’t reached before,” says Vincent. “The line, which we called Skinny Irish now has gluten free, vegan and low-calorie sauces, which, I must say, also taste very good, so they’ve gone down well.”

“It also allowed us to purchase a label applicator for sauce bottles which was very beneficial to us as it allowed us to free up a member of staff who had previously been doing that job.”

The Agile fund covers costs to attend trade fairs and prototype testing which Global Sauces availed of. They were able to fund research for new sauces, hire consultancy for the company, reshape their R&D structure and attract business ventures.

So the extra resources spent on R&D helped to increase profits for the company in the Irish markets,

but it also raised their profile to such a degree that Birds Eye’s parent company Nomads Food began to show an interest – and as Europe’s leading frozen food company, allowed Global Sauces the opportunity to join a business with an annual €2.5million turnover and establish their bespoke recipes on a larger platform, which would in turn grow their exporting potential.

“Along with growing our product range, we also took on a sales manager and developed an internship in France which will help us to sell our products in the European market,” says the managing director.

With first-hand experience of the benefits of the Agile Innovation fund, Sheehan would encourage other companies to reach out to their Local Enterprise Office as not only has the financial input proved invaluable, but he found the whole application process, which included LEO support and the advice of a consultant, to be ‘quick and easy’.

So, although the past two years has been difficult, Global Sauces has not only survived, but is also looking forward to a brighter future.

“The pandemic hit us very hard as the food service industry had all but closed down, and we were down to just three employees for a time,” says Sheehan. “But thankfully we have managed to ride it out and things are looking positive for the future.”

Don’t delay, apply today.
For more information,
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