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Local
Enterprise
Office



Marita Collier,
Drummond House Garlic



My vision was to grow a premium, Irish, sustainable and delicious garlic that top chefs would want to include on their menus.



...Let's talk business



Comhairle Contae Lú
Louth County Council

 **ENTERPRISE
IRELAND**

The Drummond House Garlic Story



We are proud to bring our premium, sustainable garlic to both chefs kitchens and kitchen tables across Ireland.

Flavoursome and sustainable, Drummond House Heritage and Elephant Garlic tastes simply delicious. What started as a lifestyle business, has grown into a nationally recognised brand, loved by foodies and chefs across the country.

Farmer, entrepreneur and business leader Marita Collier explains:

Traditionally garlic is imported into Ireland. My vision was to grow a premium, Irish, sustainable and delicious garlic that top chefs would want to include on their menus. Little did I think that we would create a brand new food category, be stocked in retailers the length and breadth of the country, and sell a range of products direct to the consumer. It's been an amazing journey and there are many more adventures ahead.

Located in Baltray, just outside Drogheda, the Colliers have lived in Drummond House since 1850. The land was farmed in both dairy and tillage over the years. In 2012, we began a process of replenishing the soil, developing a rainwater irrigation system and converting old farm buildings into houses to cure garlic. We planted our first crop in autumn 2013 and harvested in July 2014.

Chefs quickly took notice. Our Heritage and Elephant Garlic started appearing on menus in Michelin-starred restaurants and 5 Star Hotels.

People tasted our garlic in restaurants and sought it out in artisan retail stores. Demand grew and grew. We developed sustainable packaging so that our garlic would be served at its best and leave no packaging waste.

As each year went by, we refined our growing, harvesting, packaging and branding. Demand continued to grow. Dunnes Stores signed a 5 year contract to stock Drummond House Garlic in their stores and Tesco joined them later.

We developed a range of value-added products including our Garlic Scape Sauce and Dip, Black Elephant Garlic and Caramelised Elephant Garlic.

International demand is now growing and we are developing our shipping and distribution capacity. Germany, Norway and Spain are key markets for development in the short term and will be quickly followed by USA and the UK.

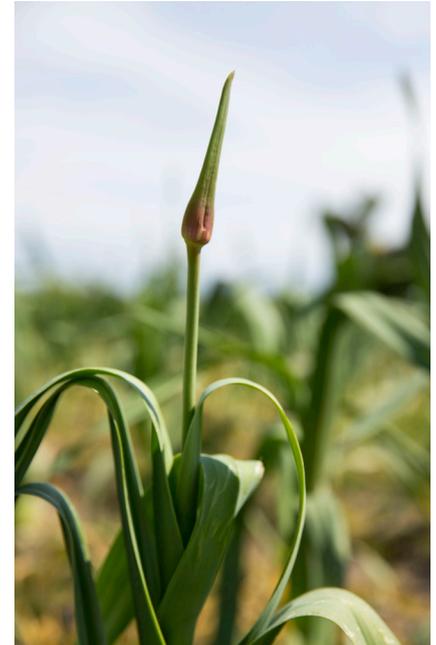
At heart, we are small family farm, staffed by local people who enjoy good food, friendships, a sense of community and quality of life. We are proud to bring our premium, sustainable garlic to both chefs kitchens and kitchen tables across Ireland.

Watch The Drummond House Garlic Story On YouTube:



SCAN ME





What supports did you receive from your Local Enterprise Office?

Firstly, Local Enterprise Office Louth took time to understand my idea, my vision, and it's potential. Drummond House Garlic didn't fit easily into a category or sector. It was a brand new product in a category that literally didn't exist. But they listened, understood and believed.

I undertook every piece of **Training** I could get access to. From writing my first Business Plan to on-going Digital Marketing skills, it always seems that the LEO have the right training available for our growing needs.

A **Business Expansion Grant** helped us to secure our custom-built smoker, allowing us to develop value-added new products.

Undertaking **Lean for Micro** challenged us to really scrutinise our processes and find ways to continuously improve, eliminate waste and drive efficiency.

Green for Micro, helped us refine our existing environmental practices, deepen our commitment to sustainability, and reduce our carbon emissions.

The **Trading Online Voucher** was a vital step in establishing our online shop. Where once we sold directly to chefs and artisan food retailers, now customers can reach us directly. We can develop and test new product ideas in our online store and get feedback directly from customers.

Access to **Mentoring** is invaluable. No matter what challenge or opportunity faces us, the Local Enterprise Office have a mentor or an expert to help.

What difference would you say that Local Enterprise Office Louth has made to your business?

We have a culture of continuous improvement in our business and the Local Enterprise Office is key to that. They provide us with the advice, guidance, expertise and support that we need to help us achieve our potential.

What advice would you give someone starting off in business?

The team you build around you are key to business success. Build relationships of trust with your staff, your suppliers, your clients. You can only do so much yourself, but if you share your journey with great people, that drive for excellence and success will build incredible momentum.

Discover more about the supports Marita mentions in his story



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Business Expansion Grant

This grant is designed to assist the businesses in a growth phase, after the initial 18 month start-up period. A Business Expansion Grant may be paid to buy new equipment, help with direct business costs such as salary, rental costs, utilities, marketing and consultancy costs but cannot not be used to buy a building, land or mobile assets.



Lean for Micro

Lean is about doing things quicker, better and saving costs. Lean strives to remove waste and to continually improve a company. Lean For Micro is designed to encourage clients to adopt Lean business principles in their organisations to increase performance and competitiveness. Lean is for all companies, regardless of sector



Green for Micro

This free programme helps small businesses take the first step towards becoming more sustainable. A green consultant will show you the small changes in your business that can have a big impact on your company - and the world around you.



Trading Online Voucher

This scheme helps local businesses to develop a presence online. It is open to businesses trading for more than 6 months, employing 10 people or less and with turnover of under €2million per annum. Vouchers are available to a maximum value of €2,500 or 50% of eligible expenditure and can be used for IT Consultation, development of an e-commerce website, software, online advertising, digital marketing strategy etc.



Mentoring

Mentoring matches up the knowledge, skills and insights of experienced business practitioners with small business owner who need practical and strategic one-to-one advice and guidance. Mentors contribute independent, informed observation and advice to aid decision making.

Visit www.localenterprise.ie/louth to find out more about these and other supports.



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