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Local
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Office



Laura Armada-Buch,
The Juice Works



The experts said this business would never work. That only fuelled my determination. We are on a mission here at The Juice Works, and nothing will stop us.



...Let's talk business



Comhairle Contae Lú
Louth County Council





The Juice Works Story



Family illness caused Laura Armada-Buch, a serial entrepreneur and health instructor, to rethink nutrition. She founded The Juice Works and hasn't looked back since.

Laura's premium raw cold pressed juices have up to 1.8 kg of fresh fruit and veg in every single serving, providing all that goodness in a delicious, nutritious, fresh, convenient juice. Raw is the key to her success; raw juices have a short shelf life but maintain all the nutrients that are lost in traditionally heat-treated juices.

Laura has been supported by the Local Enterprise Office Louth every step of the way and here tells her story:

After my mother's cancer treatment, she was struggling to return to good health. Although she was cancer free, the treatment had been very severe on her body. I started cold pressing fresh vegetables and creating highly nutritious juices to build her back up. The difference after six months was incredible.

Clients in my fitness business followed my mum's health story and started asking for juices. What started as an add-on to Lab Fitness quickly took over. Customers drove from all over Ireland to collect orders of juice. They educated me. I provided the product, but they showed the demand and the difference it made to their lives.

I'm a fiercely determined person and I needed to understand the science. Why had this daily infusion of fresh vitamins and minerals made such an impact? I spent over 2 years studying and qualifying in natural juice therapy. I am one of only a handful of qualified juice therapists in Ireland.

Our team at The Juice Works quickly outgrew our tiny kitchen. We secured new premises, allowing us to grow on a commercial scale. We never lost sight of our mission to provide fresh, raw, cold pressed juices. We now offer 7 fresh juices, 3 shots, almond and cacao milk. We press three times a week, retailing to hundreds of clients all over the country.

Our juices have won multiple awards including Blas na hÉireann, Irish Food Quality Awards and Free-From Awards. We also won the "No Time For Waste" award for our zero-waste policy.

Sustainability is hugely important at The Juice Works. We juice to order, so that we generate zero-food waste. We purchase what we need for each day of pressing. We work with farmers to grow the majority of our green vegetables locally. We purchase our other fruit and vegetables each day from the Dublin Fruit and Vegetable market. Pulp from pressing is shared with local farmers to use as animal feed.

Ours is a raw premium product. If our product were heat treated it would extend shelf life and be more convenient. However that won't happen. We know that **raw** is the key to our products success and to the benefits our clients experience. We produce cold-pressed, nutritious, delicious raw juices and we always will!

Watch The Juice Works Story On YouTube:



SCAN ME





What supports did your Local Enterprise Office give you along the way?

The first step was a **Priming Grant**. Although we had already moved into and fitted out our commercial kitchen, the Priming Grant assisted us with employment costs, equipment and other essential requirements at that early stage.

The **Trading Online Voucher** replaced our homemade website, with a slick, visually appealing e-commerce platform that could facilitate client purchases and drive sales.

The **Co-Innovate Programme** helped us to examine business strategy and opportunities for innovation.

It's important to have the input and insights of industry experts to help grow and expand your business. **Mentoring** supports from Local Enterprise Office Louth have been hugely helpful. We have used them to develop our business plans and strategy and this has aided us in funding applications.

What difference has the Local Enterprise Office Louth made to your business?

The Local Enterprise Office injected the right support and knowledge into our business at the right time. I naturally strive to do everything myself. However, I've learned to talk to my Local Enterprise Office Louth at every stage, to explain what's going on and to ask how they can help. They have a support for every situation so talk to them, and keep talking to them.

What advice would you give to anyone starting a business?

That's simple. Ask advice from people in your sector. You do not need to reinvent the wheel. Ask questions about the market, about pricing, about packaging, about anything at all. Learn from the experience of your sector. You'll be surprised at how open people are to sharing that knowledge and information with you. And if you don't already know people in your sector, talk to your Local Enterprise Office and get introductions to the right people.

Discover more about the supports Laura mentions in her story



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Priming Grant

A Priming Grant is a business start-up grant available to micro enterprises within the first 18 months of start-up. A Priming Grant may be paid to buy new equipment, help with direct business costs such as salary, rental costs, utilities, marketing, consultancy costs, etc.



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.



Co-Innovate Programme

Co-Innovate is one of the many Management Development Programmes run by Local Enterprise Office Louth. While Co-Innovate is now closed, check out the full range of programmes on offer in the Grow Your Business section of the website.



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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