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Local
Enterprise
Office



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Conor Grimes,
Spoonful Botanical

...Let's talk business



Comhairle Contae Lú
Louth County Council



The Spoonful Botanical Story



We wanted to create a tasty but beneficial product that naturally incorporated all of the goodness of herbs and spices.

Handmade in Co. Louth, Spoonful Botanical is an innovative blend of the highest quality herbs, spices, and fermented fruits. These ingredients, with renowned properties to support joint health, combine to create a delicious daily “spoonful”.

Co-founder of Spoonful Botanical
Conor Grimes picks up their story:

Our business idea came about when Jayne and I were travelling across Asia. We saw how the locals used fresh herbs and spices in their everyday diets.

The large spice markets were intriguing, however it was the traditional spice markets that were a real eye opener and a reminder that good food can lead to a longer, healthier life. With a really open mind, we were prepared to try anything. Fascinated by the beneficial effects of these natural ingredients, we decided to bring home the spices and prepare them in the same way we had seen.

Inspired by my grandmother, who suffered with painful arthritis, we wanted to create a tasty but beneficial product that naturally incorporated all of the goodness of herbs and spices.

Spoonful Botanical is blended with specially imported premium quality fresh herbs and spices along with fermented fruits. Maceration, dehydration and fermentation is what makes Spoonful Botanical so unique, and it really separates our product from the rest. Our recipe draws on traditional Indian recipes and techniques dating back over 3,000 years.

Quite simply, our customers take a spoonful each day. It's enjoyed by athletes who use it to keep their joints and muscles supple and arthritis sufferers, who love it for the very same reason.

Our big breakthrough was when Spoonful Botanical was featured on RTÉ Nationwide. Nothing could have prepared us for the surge in demand and the volume of repeat customers.

We scaled our production facility in Tullyallen, developed our e-commerce presence and grew our team.

We are now stocked in over 300 stores, including pharmacies which are a huge growth area for us. We retail direct to consumers all over Europe via our website. Our plans are to focus on the UK market, developing distribution and growing market share.

Watch The
Spoonful Botanical Story
On YouTube:



SCAN ME





What supports did you receive from your Local Enterprise Office?

After completing the New Frontiers programme we approached the Local Enterprise Office about moving to the next stage. Securing a **Priming Grant** was a crucial next step in enabling us to scale our production and develop the facilities that we needed to meet demand. Securing a **Business Expansion Grant** has been critical in advancing our plans to move into the UK market.

We have received top quality **Mentoring** throughout our time in business. This has helped us to make the right strategic, financial and marketing decisions along the way.

The **TAME Grant** ensures that we can attend important trade fairs and exhibitions, to build export markets for Spoonful Botanical.

Our Local Enterprise Office also connected us with key personnel in **Enterprise Ireland** and **Bord Bia**. They recognised our potential as an up and coming food brand and provided vital support.

The **Trading Online Vouchers** have consistently helped us to improve and scale our e-commerce presence to meet consumer demand.

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

It's genuinely hard to explain how much of an impact our Local Enterprise Office has had on our business. Most importantly, they believed in Spoonful Botanical and our potential. They have constantly pointed us in the right direction and provided the right supports at the right time. Their incredible support has allowed us to grow at an accelerated pace, and maximise opportunities in the marketplace.

What advice would you give someone starting off in business?

Believe in yourself. The entrepreneurship journey isn't always easy, but keeping on believing in your idea or product and remember to ask for help. Every business needs a helping hand along the way!

Discover more about the supports Conor mentions in his 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.



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.



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.



TAME Grant

The Technical Assistance for Micro Exporters grant is available to help micro enterprises in Ireland unlock new overseas markets for their products and services, within Europe and beyond. This grant can cover up to 50% of qualifying expenditure, up to a maximum of €5,000 [exc. VAT].



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.

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



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