

homespun
a nutritious twist



Erica Sheehan

Homespun Food

Homespun is a new Irish health food company founded by Erica Sheehan.

Homespun makes Quinoa Crunch, a delicious range of ready-to-eat quinoa granolas. These are made from organic quinoa pops and other plant based proteins and superfoods, and gluten, wheat and refined sugar free. Homespun Quinoa Crunch won Gold awards at the 2017 and 2016 Free From Food Awards Ireland and was awarded 'Best Free From Cereal' at the Irish Quality Food Awards 2017.

Erica Sheehan started the business in 2015 and since then it has grown rapidly. The products are stocked in 300 stores in Ireland, including Avoca, Donnybrook Fair and Nourish. Homespun also won a place on the SuperValu Food Academy and featured in their TV advertising campaign, and their products are stocked in the health food aisles of SuperValu stores nationwide.

Erica began her career working in the Irish media and public relations, including working in well-known companies such as TV3 and Coca-Cola. However, she always wanted to create and build her own business and her interest in wholefoods inspired her to turn her passion for plant-based nutrition into becoming an entrepreneur and growing her own business.

The company has begun exporting to the United Arab Emirates – it is listed with the premium retailer Spinneys – and will launch into the UK in 2018, building on an existing contract to supply Harrods Food Hall. This year will see the launch of a new and innovative third flavour of Homespun Quinoa Crunch and a new snack range which will extend the Homespun brand into the convenience channel.

www.homespunfoods.ie

