



Úna Donohoe

Savage Food Co.

Savage Food Co create affordable, shareable recipe videos for the food industry. All content is focused on delivering increased brand engagement and reach, allowing a growing audience to discover and love your brand.

Savage Food Co was set up by Úna Donohoe in 2017. The company combines a keen understanding of FMCG marketing strategy, content marketing techniques and a skill for crafting delicious inspirational food. The company's clients include Aрызta, Fit Men Cook, McCambridge Bread and Kerrigan's Foods For Fitness.

Úna's career in food began when she trained as a chef. Her ability was recognised early in her career, cooking for Michelin-starred chefs at the Euro-toques Young Chef Of The Year Finals. She honed this skill with experience across Ireland's finest hotels and restaurants before leading kitchens in New Zealand. In a move out of the kitchen, Úna received an International Food Marketing Masters from Michael Smurfit Business School and worked with Bord Bia London to grow Irish food business in the UK.

In the competitive food landscape, engaging your audience with shareable food video is one of the most cost effective and targeted marketing tools available. With the surge in growth of online video and food consistently leading the "topics of interest" charts, Savage Food Co are poised to provide the industry with a content solution. The demand for video is set to continue as online retail evolves in favour of content driven brand strategies. Savage Food Co is positioned to become a leading source of marketing content for the food industry.

www.savagefood.co
[instagram.com/thesavagefoodco](https://www.instagram.com/thesavagefoodco)

