



Edel Littleton

Shape My Plan

Shape My Plan provides affordable online meal plans which people can sustain due to its variety, flexibility, family friendly and balanced approach.

Edel Littleton started her career in Dublin Business School and later opened a franchise for Premaman, a Belgian children's store in Meath. Unfortunately, hit by the recession, Edel had to close the store and she returned to DBS. It was when she joined a gym that she began getting interested in eating well and realising how exercise really benefited her mentally. Herself and her sister, Marie Duffy, co-owner of Shape My Plan, did a few 6-week challenges where they were all given the exact same meal plans regardless of gender, weight or goal. She started cooking her own healthy food, which was tasty and had variety, and Shape My Plan was born. Marie lost over 2 stone following the plan.

The company's mission is to allow people to eat the food they love, while permanently changing their eating habits. They sell to over 30 gyms who provide the service to their clients, as well as directly to individuals who want to change their eating habits. All meal plans are personalised to the goals of each individual, whether that is to lose weight, maintain weight or gain muscle.

The company is creating strategic alliances with companies and individuals. So far, they have partnered with Chopped, Dublin Meat Company, Strong Roots and Cully & Scully.

Edel is hoping that Shape My Plan will be recognised as the leading provider of nutrition meal plans in the fitness industry in both Ireland and the UK.

www.shapemyplan.com

