

# Juspy



## Leonie Lynch

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Leonie Lynch, founder of Juspy, a functional food company, has a PhD in Branding, a Masters in Marketing and a Degree in Fine Art. As a movement coach and wellness activist for ten years, all of Leonie's academic and personal interests have been combined to start this lifestyle brand.

In 2015, Leonie had a simple idea, a solution to a problem she was facing in her own life. She was postnatal, weaning her 10-month-old baby and while she was knowledgeable about food, she was too tired to focus on her own well-being and was relying on a diet of toast, coffee and cereal.

Juspy's first product is an on-the-go real food drink that is both nutrient dense and delicious. It is full of high-quality ingredients specifically chosen to nourish the body in a multitude of ways and can work as a mini-meal for people with busy lives. The velvety texture and rich taste help to satisfy sweet/chocolate cravings. Juspy creates products to support healthy lifestyles and long-lasting wellness- striking the right balance between guilty pleasures and goodness.

Juspy was a finalist in the All-Ireland Business Awards 2019, featuring in two categories - New Business and Best Food & Drink Business. They are Business All-Star accredited and in 2018, Juspy was shortlisted as a finalist in the Food & Drink Business Awards in the category of Health & Wellness Product of the Year. Juspy is an alumni of Food Works Ireland 2018 and was featured as The Irish Times New Innovator in May 2018.

[www.juspy.com](http://www.juspy.com)

