



## Jeananne O'Brien

### Artizan Food Company

#### GOING FOR GROWTH PROFILE

##### NAME:

Jeananne O'Brien

##### BUSINESS

Artizan Food Company

##### POSITION

Founder and Director

##### WHAT WE DO

We are a boutique catering company serving premium, restaurant-quality food to the corporate sector.

##### CONTACT US

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EST. 2005  
**ARTIZAN**  
FOOD CO

Artizan Food Company started out in 2005 as a small gourmet sandwich shop but has since developed into a boutique corporate catering company serving restaurant-quality food. And during Covid-19 the company pivoted to launch Eatto.ie which delivers premium homemade frozen meals to your door.

The person behind both ventures is Jeananne O'Brien with her husband Barry McAuliffe as Managing Director. Artizan provides services to many of the tech and social media giants in Dublin and is a member of both the Love Irish Food initiative and Bord Bia's Origin Green.

Jeananne was on the 12th cycle of Going for Growth, which started in 2020, with Monica Flood as her Lead Entrepreneur.

*"I went into Going for Growth with Artizan as the main business while Eatto was in the background, but yet to be launched. Then Covid hit and, over a two-week period, all our business shut down as our clients started to work from home so we quickly turned our focus to Eatto.ie, which had been on the "back-burner" as we just could not get the time to launch it," says Jeananne.*

*"All of the women on Going for Growth were facing the same issues as I was. All of us were at different stages of our journey so there was always someone who had gone through it and had a possible solution for you. I have built up great relationships with like-minded people you can bounce ideas off and who will always support you. However, they will also question you and force you to think about your goals and how you are going to achieve them"*

Work on Eatto.ie had been ongoing since 2019 as Jeananne had seen the need for high-quality and nutritious pre-prepared frozen home meals. It is not based on a subscription model but is a back-up for people too busy to cook in the evenings or who simply need a break. The plan was to launch during the autumn of 2020 but that was accelerated due to Covid and Eatto came to market in early April.

All meals are made fresh using locally sourced and seasonal Irish ingredients and are delivered frozen directly to the customer's door. They can be stored in a freezer until you are ready to eat, allowing you to enjoy a homemade nutritious meal without cooking from scratch. All the packaging used is either compostable or 100% recyclable.

Artizan has a well-established Charity Committee and employs over 200 people so when Covid first hit, the company continued to operate but diverted its focus to providing charity meals. Then some of its clients followed suit and also commissioned Artizan to provide meals for charity.

*"This allowed us to keep the kitchen open and to date, we have supplied over 50,000 meals to different charities, allowing us to keep our core team in place. At the start, like everyone else, we thought this was going to be a 6-week shutdown but we never thought it was going to last so long.*

*"The shift to ecommerce has been good for us and, as a result of Covid, people are now open to having food delivered to their door. Eatto is getting great traction and we are positive about the future for both businesses."*

