



## Deirdre Fitzgerald

### Fitzers Food Company

With a background in sales and marketing in Pfizer, Deirdre Fitzgerald has spent nearly two decades driving Business Development for her award-winning family business, Knights Catering and her restaurant Woodfire & Green, growing their corporate revenue by over 350%.

When the 2020 pandemic hit, they acted quickly to build new lines of revenue, including the launch of food boxes, allowing families to 'cook like a pro' at home. An upside of this was the packaging of their restaurant sauces into small containers for use in the boxes. The brand values of the sauces are to provide the Irish consumer with restaurant quality sauces to enable people to recreate their favourite restaurant dishes at home, with a high end premium tasting product at an affordable price point.

Deirdre developed the proposition for these sauces and entered this new range into the Grow with Aldi 2021 programme. On winning this, they quickly incorporated Fitzers Foods Company and scaled the business to serve the national Aldi contract for their sauces including The Burger Sauce, The Wing Sauce and The Blue Cheese Dip. Currently they supply 150 Aldi Stores nationwide on a weekly basis.

Phase II for Fitzers Food Company launches in September 2022, when exclusivity with Aldi ends and they look to grow the brand with additional listings in Irish Retail stores, launch into the Food Service Industry, and look at supply chain and logistical solutions to open up export markets. Initially the company will focus on the UK and ideally leverage their existing relationship with Aldi.

