

TURNING OVER A NEW LEAF

- **Leading salad company Nature's Best to launch new brand with Enterprise Ireland Support**

Investing in innovation is the key to surviving the recession, according to Nature's Best, Ireland's largest supplier of private label pre-packaged salads. The fully Irish-owned company, which currently employs over 240 people and had an annual turnover of €37m last year, is investing in a significant development programme with support from Enterprise Ireland that will see a range of innovative new products being produced at its factory in Drogheda, Co. Louth.

Founded by Paddy Callaghan in 1986, Nature's Best has become the main supplier in Ireland of pre-packaged salad and fruit products to leading retailers including Tesco and Dunnes. The company has embarked on a marketing led programme entitled "Turning Over a New Leaf," which will see the company launch a range of new and innovative products, that provide great value for money, under the Nature's Best brand name later this year.

Speaking about the investment programme, Paddy Callaghan, Founder Director of Nature's Best, said, "The support provided by Enterprise Ireland has been of considerable assistance to our business, enabling us to invest in innovation and product development for our customer brands and for our own brand. Our management team has achieved significant progress in relation to the 'Turning Over a New Leaf' programme to date and are confident that the Nature's Best Range will be very popular with Irish consumers when it hits supermarket shelves in a few months time." he added.

"With continued support from Enterprise Ireland, as well as the hard work and dedication of our management team, Nature's Best has gone from strength to strength and we are looking forward to launching a new range of Nature's Best branded products this year. We believe that, in the current difficult economic climate and challenging trading conditions, it's important to continue to invest in the future of our company, so we intend to innovate our way out of the recession. "

Frank Ryan, CEO of Enterprise Ireland, welcomed the progress being made by the company. "Enterprise Ireland is delighted to support Nature's Best in this exciting development phase. Nature's Best is a great example of a company that continues to be innovative and strive for success despite difficult market conditions. We wish them the very best with the launch of the new range and look forward to the company's continued success."

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