

## Veronica's Snacks

Veronica's Snacks Ltd manufactures and sells tasty, low-fat, gluten-free snacks in the Irish and UK retail market. The first sale took place in late November 2012. The company has achieved rapid market penetration with products on sale in Tesco, Supervalu, Dunnes Stores, Health Food Stores, and other symbol groups such as Centra, Mace and Spar. The Company has also signed a contract with ALDI Ireland and commenced providing private label snacks in January 2014.



*“CorkBIC were excellent in preparing our business plan and in providing assistance to engage with and present to investors. In addition, the Entrepreneur Experience event attended in April 2014 was nothing short of outstanding and I can only give it my strongest recommendation for any entrepreneur lucky enough to be invited.”*

### CorkBIC and Veronica's Snacks

- Veronica's Snacks first engaged with CorkBIC in 2013
- CorkBIC worked with Veronica's Snacks on their initial business planning
- CorkBIC worked with Veronica's Snacks in obtaining Enterprise Ireland HPSU approval in Q3 2014
- Veronica participated in the 2014 Entrepreneur Experience where she received an award for the 'One to watch' – International Serial Entrepreneur and Investor Candace Johnson, took particular note of Veronica's Snacks and made some strategic introductions into the US
- CorkBIC worked with Veronica's Snacks on their investor readiness
- HBAN through CorkBIC arranged pitches and introductions for Veronica's Snacks to Private Investors and Investment Syndicates
- In February 2015 Veronica's Snacks secured equity investment of €465,000 from a range of investors led by AIB Seed Capital, including Enterprise Ireland and the Boole Investment Syndicate.