

FOCUSED NUTRITION

CASE STUDY

A HEALTHY RECIPE FOR SUCCESS

Martin Rooney has literally cooked up some 'food for thought'. The Stockport-based health food specialist has launched a unique flapjack bar designed to stimulate the brain and help concentration.

BRAINSTORM

With **help from Business Finance Solutions**, Martin has been able to expand his health food manufacturing business, Focused Nutrition Ltd, and has successfully launched a new nutrition bar branded 'BRAINSTORM'.

Martin said *"The bar contains only natural ingredients and is enriched with vitamins and minerals in just the right quantities to promote concentration as well as brain and eye function. The natural and nutritious flapjack bar contains the recommended daily allowance of Omega 3 and Omega 6 fatty acids, essential for the brain to work properly."*

"Tested by Government, recognised by scientists and proven to contain the correct proportions of beneficial nutrients, Brainstorm bars are also free from all genetically-modified ingredients and synthetic flavourings."

For Martin, Brainstorm is the culmination of a lifelong interest in healthy eating. From studying at catering college to running healthfood shops, sandwich shops and a vegetarian restaurant, Martin has almost 30 years experience in the health food industry.

YOU ARE WHAT YOU EAT

He agrees that he was a little ahead of his time: *"I have always wanted to make food that not only tastes good but does you good. 'You are what you eat' has been my motto for many years but people weren't so interested in healthy eating twenty years ago. Now, of course, things are beginning to change, but as a nation we still eat a lot of foods that are bad for us."*

"Everyone has been talking about Jamie Oliver recently - he's done a great job highlighting the rubbish many of our children eat. The Brainstorm bars, like other Focused Nutrition products, go some way towards a healthy and balanced diet. For school children revising for exams, feeding the brain is just as important as feeding the stomach - turkey twizzlers don't do the brain or the body any good."

Since setting up Focused Nutrition in July 2003, Martin has produced a range of healthy-eating products including flapjacks. The Brainstorm bar attracted interest from customers while it was still in development but further investment was needed to launch the new product. The protein enhanced product lines hit

the shelves in high street stores, including Holland & Barrett and Superdrug, in October 2005.



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EXPANSION

"I am always developing new recipes and, even in the early stages of development, I knew that the Brainstorm bar could be big. A loan from Business Finance Solutions helped us to fully develop the product, design the packaging and develop a marketing strategy - basically everything we needed to propel Brainstorm bars onto the retailers' shelves and give the product the big launch it deserved. The loan from Business Finance Solutions has been a great boost for the business and this unique product."

Bob Marchant, (then) Manager at Business Finance Solutions said: *"We only have to look around us to see that there is a large and growing market for healthy food products. Martin is an innovative food designer who is addressing many people's concerns about the unhealthy and unnatural ingredients that are found in many modern food products."*

"Smaller companies often need extra investment for new product launches. When Martin approached us he had a workforce of 5 people, (which has now expanded to 12 full time employees) but we could see that he was certainly on to something with the Brainstorm bars. Focused Nutrition is a great example of a fast growing business that can benefit from Business Finance Solutions' assistance. Business Finance Solutions's Loan Managers are specialists in helping small businesses, and provide them with the investment, advice and cash they need for innovation and growth."