



Jillian Stout

Jill's Kitchen Ltd.

Jill set up her cookery school in her home in late 2013. In February 2014, she took part in the Food Academy programme with Bord Bia, SuperValu and the Local Enterprise Offices. After 3 months, she had developed her 'cookery lesson in a box' concept, CookIt Kids.

Jill brought her product to market in March 2015 and won a nationwide competition with Today FM and SuperValu. In September 2015, the cookery box product began a trail in ten SuperValu stores.

During the competition process, Jill had to secure votes and realised that many more people wanted her product than she could physically supply. She began looking at developing her product to sell online. Her products' unique selling point is her focus on teaching children to cook. Her product is ideally suited to a subscription-based online model and she has begun the move from retail to online during her time on this programme.

Jill feels her business has the potential to create employment in Ireland and become an innovative company with significant turnover. She also expects to become an exporter, hoping to enter into the UK market and further afield.

www.jillskitchen.ie

