



Tara-Lee Byrne

Wicked Wholefoods

Wicked Wholefoods produces a range of premium ethical free from gránolas. The company was launched by Tara-Lee Byrne in June 2016, after she completed the SuperValu/Musgraves Food Academy Programme. Wicked Wholefoods award-winning gránolas are stocked in over 150 stores in Ireland and the UK including leading supermarket chains, independent health stores, artisan food halls, and luxury hotels. Google, AOL, and Twitter are amongst their corporate clients.

In 2013 following an international career as a professional cellist, chamber musician and educator, Tara-Lee armed with her cello, Vitamix and yoga mat trained and became a professional raw and wholefoods chef in America. Tara-Lee traversed the globe for three years professionally cheffing in yoga retreat and health and wellness centres throughout Europe, India, Australia and Asia. In June 2016 Tara-Lee returned to Ireland and launched her conscious, sustainable brand Wicked Wholefoods. Wicked Wholefoods core mission is to educate and empower people to make conscious, informed and sustainable food choices for themselves and their families.

In 2017, the company won Bronze in the Bank of Ireland Start-Up Awards for the Best Emerging Start-Up, and recently won Gold at Blas na hEireann Irish Foods Awards for the best overall gluten-free product in Ireland. They were featured in VOGUE UK magazine for their unique packaging and background story.

This year Wicked Wholefoods will expand the business to include a 100% organic range of muesli, porridge and a vegan granola, as well as an innovative range of raw vegan truffle bars.

www.wickedwholefoods.com

