

Students squeeze business from juice

A GROUP of budding entrepreneurs from Old Bawn Community School are involved in a project to set up and operate a juice bar that will provide healthy options to potential customers.

The enterprising project is run in conjunction with the Food Safety Authority of Ireland and will see

By **Maurice Garvey**

fourth year students at the school design and build a competent business model.

Teacher Paul Ryder, who is helping the Tallaght students in the organ-

isation of the plan explained some of the benefits to *The Echo*.

"The idea is to help the students establish a successful business model by identifying a gap in the market and putting the product out there," he said.

Using freshly squeezed oranges and offering yoghurts, flapjacks and other

treats, Mr Ryder explained the main idea behind the initiative.

"In essence, the focus point of this juice bar is to give the students a healthy option while they are in school, something they don't always have and although we are running slightly behind schedule with regards

to the machinery provided by the enterprise board, we hope to be up and running by Monday, October 11," Mr Ryder added.

The group is designing posters and colouring books to promote their product and if all goes well, plan to take their juice bar nationwide.

Sweetest victory for pastry chef Iseult

French-trained Newcastle cake creator wins top gongs for fabulous desserts



TOP CLASS: Iseult Janssens (centre), from The Cake Stand in Newcastle, who won Best Artisan Producer, with awards chairman Artie Clifford, (left) and Peter Ward of Country Choice at the Blas na hÉireann foods awards in Dingle

LIFE sure is sweet for the west Dublin food producer who scooped two awards at the third annual Blas na hÉireann awards in Co. Kerry on Saturday.

Iseult Janssens of The Cake Stand, Newcastle, picked up the gong for Best Artisan Producer in the Bord Bia-sponsored category, while the 22-year-old also walked away with a silver for her signature macaroons in the confectionery section.

"This was my first time entering the competition," said Iseult.

"I was hopeful of getting one award, but getting the award for Best Artisan Producer was a huge shock.

"Since winning, my website hits have gone up hugely."

The food creations of the Dublin-born, French-trained, pastry chef were among 1,000 products blind-tasted by some 60

By **Joanne O'Connor**

judges over two sessions in Cork and Kerry for the Irish Food Awards.

The event, the biggest blind-tasting of its kind, culminated with the list of



AWARD: Macaroons

winners being announced in Benners Hotel, Dingle, last Saturday.

Kicking off the final judging session, Fine Gael MEP Mairéad McGuinness said: "I am astounded at the passion of the producers involved in the Blas awards."

"I believe this is a vital key in Irish food production. Ireland and especially home produced products have an

exceptional quality brand to offer. The potential in this sector is truly enormous."

Artie Clifford, chairman of the Blas Awards, said that the standard of the competition was extremely high this year, particularly as entries were up by 25 per cent on 2009.

In addition, many new, young, inspirational producers entered for the first time this year.

He said: "These Irish awards provide an opportunity for Irish producers to compete with each other and prove that they can compete with the best in the world."

"We are now asking shoppers to talk with their feet and support home-grown produce."

A prize fund and bursaries worth over €20,000, sponsored by Bord Bia, Superquinn and Udaras na Gaeltachta were awarded to the winners.

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