



13 jobs to be created in Dublin by health food company

Minister for Jobs, Enterprise and Innovation, Richard Bruton TD today (Tuesday, May 5) announced that a French-owned company, Passion Spiruline Ltd., will establish a European hub in Dublin, creating **13 jobs**.

The jobs being created are with the **superfood company, which already distributes into the UK, Western Europe and yesterday (Monday) launched in the Australian market.**

The company was introduced to Ireland through ConnectIreland, the company responsible for delivering the Government's *Succeed in Ireland initiative*, as part of the Action Plan for Jobs, in association with IDA Ireland.

Welcoming the announcement, Minister Bruton said: *“The ConnectIreland scheme allows IDA to reach companies that they otherwise would not meet. Today’s announcement that Spiruline is creating 13 jobs as part of the scheme is a welcome boost. I wish Spiruline every success with this project”.*

The company, which produces and sells the health food and dietary supplement called spirulina, recently established an Irish base in the Guinness Enterprise Centre, with plans to create 13 jobs.

They have already hired an engineer specialising in food and nutrition, as well as a marketing and sales executive, and are now looking to further expand their operations. Their aim is to transform spirulina, an iron-rich supplement, from a dietary supplement to a superfood.

The company has launched an extensive range of products, including healthy raw Spirulina in nibs, crunchies and petals forms and has plans for more. In partnership with the Independent Brewing Company of Ireland, the company issued a celebratory green ale for St Patrick’s Day.

Commenting on the expansion, Alois Medee, Director and CFO, said: *“We are delighted to have settled in the heart of Dublin City. Being in Ireland will enable us to grow our operations and expand our commercial efforts into other English-speaking countries. This can only be done by benefiting from a highly skilled local workforce.*

“We are also excited to enter the Irish market for superfoods, a very dynamic market that has helped us challenge our ideas and methods, all the while helping us improve our products and our commercial offerings.

“We are immensely happy with the services provided by ConnectIreland. They have been a tremendous help to us, most significantly giving important advice and putting us in contact with the right people and organizations, thereby helping us grow our business here in Ireland.”

Renaud d’Avout d’Auerstaedt, Development Director, said: *“I was so overwhelmed by the quality of ConnectIreland’s support in the tough initial stages*

that I actually felt the need to insist that we weren't expecting to become the next Facebook!

“After a careful analysis of different potential host countries, we decided Ireland would best fit our needs as a dynamic food start-up with a European reach. Since moving in, we even had a few very nice surprises, most notably how positively challenging food marketing is here compared to what we had experienced to date.”

The connector, a friend of the directors who wishes to remain anonymous, is now in line to earn a reward of €19,500 for helping to create 13 Irish jobs.

Michael McLoughlin CEO of ConnectIreland commented: *“It is fantastic to have such an incredibly diverse product range introduced to Ireland through Passion Spiruline. The company have great plans to widen their range and their market and we are delighted to have helped them choose Ireland as the key location to expand their business.”*

Introduce a company and you could earn a reward of up to €1,500 per job created (maximum 100 jobs).

For more information on Passion Spiruline and their announcement, click [here](#).



Website: www.connectireland.com

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