



grassroots  
young entrepreneurs in eco-health tourism

## BiaSol, Ireland

Maximising Nutrition  
While Minimising Food  
Waste Using a Circular  
Food Business Model



[www.biasol.ie](http://www.biasol.ie)

# BiaSol



# BiaSol

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## Ireland

**Thematic area:** Upcycled Food and Snacks

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BiaSol is committed to producing nutritious foods with a focus on sustainability.

## What Type of Business is BiaSol?

Biasol is an Irish company, owned by brother and sister Ruairi and Niamh Dooley. It is known for creating health and wellness food products, focused on nutritious and sustainable food options. They currently offer three product ranges created out of a circular food business model.

The **“Healthy Snacking”** range includes BiaSol Oat bars, made with clean ingredients to support gut health.

The **“Healthy Home Baking”** range comprises high-fibre, kid-friendly products, enhancing home baking experiences.

Their **“High Protein Breakfast”** range ensures a nutritious start to the day.

BiaSol extends its mission by supplying upcycled ingredients in bulk to food manufacturers, such as bakeries, promoting sustainable practices within the broader food industry.

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## How is BiaSol Different?

Biasol is different to generic food companies because it emphasises the importance of using natural, wholesome ingredients, often with a focus on sustainability and supporting local agriculture.

Their products are crafted with a deep respect for health, and the environment aiming to contribute to a healthier lifestyle for their customers, protect the environment and help combat climate change. This philosophy is carried through all their values, processes and product offerings, including their new Office Wellness Packs, which are designed to support well-being in a professional setting.

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*BiaSol is a family-run company in the heart of Ireland creating a range of innovative food solutions.*

*We strive to make highly nutritious, zero-waste food products easily accessible in Ireland.*

**BiaSol, Ireland**

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## How did the Business Start?

BiaSol was started in 2020 as a way to combat food wastage, improve nutrition and bring our family closer together. Living on opposite sides of the world – Ruairi in Australia and Niamh in Ireland – we wanted a way to stay connected and to work on a cause close to our hearts. Our first light bulb moment was the realisation that repurposing food waste was a viable way to be more sustainable AND create healthy food products. The rapid growth of craft brewing across Ireland led us to our first ingredient: brewers’ spent grains. We’ve refined our product range and invested in bigger premises and more resources to grow the business. Niamh being a food scientist, we started in our parent’s kitchen, brainstormed product ideas and contacted our Local Enterprise Office to do a feasibility study which was the beginning of what we have now. [More on our Story.](#)



## Who are the Owners Behind BiaSol?

**Niamh the Foodie (sister);** Niamh manages the daily business operations. With extensive experience in hospitality, cooking, nutritional education and food science – this company is the culmination of a lifelong love for food.

**Ruairi – Our Business Nerd (brother);** Ruairi manages the finance and admin sides of the business. A strong background in IT and Finance has prepared him well for the rigours of start-up life.



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*There is one thing that will never change – our commitment to simple, nutritious products that are good for you and good for our planet.*

BiaSol, Ireland

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## How is it a GrassRoots Initiative?

### Harvesting Health and Environmental Change: BiaSol Circular Food

In 2020, Ruairi and Niamh Dooley embarked on a remarkable journey driven by a vision and setting their hearts on transforming the world of nutrition and combating food waste. They gave life to their innovative brand, BiaSol. Their company is dedicated to producing nutritious food products with a strong focus on health, environmental protection, and sustainability. BiaSol maximizes nutrition while minimizing food waste by repurposing leftover grains collected from Irish breweries into delicious, sustainable products.

### A simple proposition - good for you and good for our planet.

BiaSol had blossomed into a team of nine dedicated individuals. Its reach extended beyond imagination, supplying the shelves of over 200 Irish stores.

**Sustainability is everything!** *'It is our business model. It's staggering when you realise that 30 - 40% of food produced at the manufacturing level doesn't reach our plates. Our mission is to see this food waste be repurposed into functional ingredients that can benefit the whole food industry.'*

This year, they unveiled Circular Food Co. (CFCO), a testament to their evolution. CFCO was more than a mere extension; it was a new realm of possibilities.

*'Success for us is not based on profit but on the number of tonnes of food waste, we can upcycle. So far, we've converted over 70 tonnes of food waste into tasty high-fibre products. Our current goal is to help upcycle 1 million tonnes of surplus, by-products or waste.'*



## What were the Main Challenges and Risks During the Startup-Process, and How were they Overcome?



The major barrier is cost! Startups like ours can prioritise sustainability from the onset, but established companies face serious challenges. Older infrastructures, set margins, and legacy production lines make sustainable transitions costly and time intensive. It's not going to happen overnight, but they should still be allocating a percentage of spend to enable this transition. As climate change intensifies, consumers are inspecting their purchases more closely, from sourcing to packaging. Speaking of which, packaging remains a significant challenge. Sustainable options are limited, and unless you're a large producer, minimum order quantities on new sustainable solutions can be prohibitive. Despite Niamh's background in nutrition, neither of the Dooleys has a culinary background, and initial product development required them to experiment, calling around local breweries to collect grain.

*"It took 18 months to fully launch any real product into the market between research, experimenting with the grains, sending it off to labs, and then collecting different types of grains from different breweries, a lot of Excel spreadsheets.*

*"It took that long to work with it and also to understand how it works as well -- even working with it in kitchen trials. At the start, we sent it out to different chefs and bakers to see what they thought of it, and they thought the flavour was fabulous.*

*"So that gave us the confidence that we were really onto something here like it has good nutrition, it's great in terms of flavour, and the breweries are all on board to make this work."*

## What success factors helped your business?



From day one we decided to let sustainability guide our decisions. Every business choice confronts one question: does it positively combat climate change? If not, we seek better alternatives.

Many companies have long focused solely on financial gains. A good example of companies striving to make a difference are those that are members of B Corp. Next year we will become a B Corp certified company. Under the BiaSol brand we set a sustainability benchmark in retail: our ingredients derive from circular processes, and our packaging is home compostable. Sure, it costs more to do this, but the cost of not doing it is far greater. We hope more can follow our footsteps.



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## What Advice Based on Your Experience Would You Share with Other Businesses Embarking on an Eco-health Sustainability Journey?



Every food business should have a sustainability plan in place and if they are not Bord Bia Origin Green members they need to start that journey as soon as possible. Start now, the sooner you do it the better. Leaving it on the long finger will only make it more challenging. Look at it this way, if you launch a product and have a margin of 40% it is going to be very difficult to come back a year later and switch to a compostable solution that results in a margin of 35%.

Build in the costs early before launching, it's much more achievable. If you're not sure where to start with a sustainability plan, touch base with [Enso Initiatives](#). They are doing a fantastic job of helping Irish food companies develop sustainability plans and educating decision-makers on the importance of sustainability in decision-making.

Our mentors at the Local Enterprise Office said, *'We know you want to do sustainable and nutritious food, but it has to taste good'*.

Niamh *'When going into a food business taste has to be number one. Neither of us had a culinary background so this was good advice'*.

[More information click here.](#)

## Who are Your Partners, Supports and Stakeholders?



Maurice McGeehan, head performance chef with the IRFU, was also an early partner, helping the Dooleys fill the gaps in their knowledge and giving them advice during development, and with the company La Rousse as its wholesaler, helping to get the product to more chefs and restaurants.

Niamh *'I also improved my business acumen through her participation in the Department of Agriculture, Food and the Marine's six-month ACORNS (Accelerating the Creation of Rural Nascent Start-Ups) programme'*.

*"It was brilliant, really good support because during the pandemic when I was at home alone, researching the business, it was nice to that network and support, she said of the programme, which brought together a group of female business owners under the mentorship of a lead entrepreneur'*.

We received support from Enterprise Ireland, which awarded us €50,000 investment for 10% equity in the business from its Competitive Start Fund, and the Offaly Local Enterprise Office, which provided a feasibility grant of €10,000-15,000. We are now seeking private investment of up to €350,000 to help us grow our team, which currently comprises an additional full-time staff member and two interns; fund additional capital expenditure and help us expand internationally. Further product development is on the back burner for the moment, but Niamh says there's an "exciting product" in the pipeline.

# “ Products for Health ”

*Many people go into health food shops because they have digestive issues' Ruairi explains. 'They are often recommended psyllium husks which usually come from India, thousands of food miles away, and they don't taste as nice. Now they can access our food.*

## Vision for the Future

We are currently processing around four tonnes of grain per week, we are looking to grow our business and hope to raise E140,000 which would put us in the high potential start up category with Enterprise Ireland who would then match the E140,000.

Besides selling our product range which aside from Super Milled Grains includes high protein, high fibre baking mixes, snacks, soda bread, protein pancakes, cookies and scones we are also progressing to sell our milled grains directly to bakeries and chefs for culinary use.



- [BiaSol Has Grown From Disgraded Beer Grains To A Projected Million Unit Sales](#)
- [BiaSol an Innovative Food Business Dreamed up by Youth Siblings](#)
- [Harvesting Change using Circular Food – BiaSol](#)
- [BiaSol Leading the Way with Sustainable Nutrition](#)
- [BiaSol Delicious Nutrition from Upcycled Food Waste](#)

**Contact information**

