

**PRESS RELEASE: EMBARGOED TILL 10AM, FRIDAY MARCH 4, 2022**

## **Redesdale Invests in Soothing Solutions, Dundalk**

**Dublin, March 4, 2022**

The Redesdale Food Fund (RFF) today announced that it has made an investment in Soothing Solutions Limited (SS), a start-up company in the Food sector, founded by Sinéad Crowther.

It will be joined in the current fundraising round by Redesdale co-investors Seán O’Driscoll, Simon Cummins and Niall FitzGerald KBE. Páraic Duffy, former Director General of the GAA, will become chairman of the company.

SS, led by Ms Crowther (Chief Executive) and co-founder Denise Lauaki (Chief Operations Officer) is launching exciting new products for the children's healthcare market.

Michael Cantwell, a partner in RFF, said that “Redesdale has been extremely impressed with the vision, ambition and determination within the company and with the progress already achieved along its journey path”.

Seán O’Driscoll added “As an advocate for female entrepreneurship, I am delighted to support Sinéad and Denise in the future development of Soothing Solutions and I am excited by the company’s prospects”.

Sinéad Crowther commented “I am delighted and honoured that Soothing Solutions will be the first investment made by the Redesdale Food Fund and that they are bringing such a powerful mix of co-investors. We have been working closely with the Fund in recent months and it became immediately apparent that they can bring significant value in helping us realise our potential”.

### **Enquiries**

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## **About Soothing Solutions**

Founded in 2017 by Sinéad Crowther and located in Dundalk, Co Louth, Soothing Solutions is a graduate of the Bord Bia/Enterprise Ireland/Teagasc Foodworks programme. The company's exciting new products are aimed at the children's healthcare market. The product, a dissolvable honey-based jelly pop, harnesses natural ingredients to provide soothing relief for children with sore throats. The company expects to launch the product in the coming weeks.

## **About Redesdale Food Fund**

The Redesdale Food & Beverage Fund is an exciting new €75m venture capital fund established by some of Ireland's best known and most accomplished financiers, business leaders and commercial scientists. The fund has recently completed a first close of €27m and investors in the fund include Enterprise Ireland, Lord Abbett, Musgrave, Coca Cola, Monaghan Mushrooms and Tate & Lyle. The fund targets food, beverage, and nutrition companies, led by ambitious entrepreneurs.



**Ends**