

“We saw a gap in the market in terms of what was available in Ireland. We think healthy and delicious should go hand in hand.”

TRACY ARMSTRONG

KO Kombucha



While living in London, Tracy Armstrong and her partner in life and business (Ronan Coughlan) discovered kombucha, a raw fermented tea. Ronan fell in love with the health drink but thought that it was lacking in terms of taste, so decided to start experimenting with different flavours.

After much trial and error, Ronan developed their original flavour which they began selling to friends and colleagues in London.

With the drink proving popular, the couple, who have a two-year-old son (Rian), decided this was the perfect time to move back to Ireland and set up a rural business.

Tracy uses her experience in marketing and publishing from HELLO! magazine to look after the sales side of the business, while Ronan is the brewer. “We saw a gap in the market in terms of what was available in Ireland. We think healthy and delicious should go hand in hand. We both have a passion for healthy delicious food and how it can make you feel, so we wanted to start

our own business and put something good out into the world,” says Tracy.

They moved to Moate, Co Offaly in July of 2017 and started brewing in their spare bedroom in December of the same year. Just six months later, KO Kombucha moved to its own commercial space in Ferbane Food Hub as the demand for the product grew.

After being away for six years, the Back for Business programme provided an invaluable support network as they entered their first year in business in a rural location. “It offered structure needed to make sure we were asking the right questions as a startup business. It also gave us access to mentorship and a peer group of people with a shared experience,” says Tracy.

The drink which is handmade in small batches using simple, certified organic ingredients – filtered water, organic tea, organic sugar and Scoby (symbiotic culture of bacteria and yeasts) – needs to be fermented for about two or three weeks. “Our product is handmade, and

we don’t manipulate it in any way, we are making real raw live kombucha and we keep our shelf life short so it’s always fresh. This results in a living drink which is lightly effervescent and serves as a low-sugar alternative to high sugar soft drinks and alcohol,” explains Tracy.

KO Kombucha is brewed and bottled by hand in Co Offaly and is available nationwide in a selection of health food stores, cafes and restaurants and via the website www.kokombucha.com.

The drink comes in three distinct flavours – KO Original Kombucha, Blueberry and Strawberry – each contains an array of different antioxidants, amino acids and enzymes.

The plan for the future is to continue promoting KO kombucha and building on the success that they have seen in the last year. “We would like to continue working with independent businesses and educating people on the benefits of introducing kombucha and fermented foods to their diet.”



POSITION

Co-founder

WHAT WE DO

We are kombucha brewers making small batch, organic kombucha by hand in Co. Offaly.

CONTACT US

KO Kombucha, Moate,
Co Westmeath

T: +353 (0) 89 601 1926

E: info@kokombucha.com

W: www.kokombucha.com