
Simply Fit Food raise €1500 in 48 hours to feed frontline workers

During this time of uncertainty, Simply Fit Food has reassessed its business model, while also stepping up their support for frontline healthcare workers and vulnerable customers.

The last few weeks of uncertain trading conditions has left many small Irish food businesses closing their doors, unsure whether they will reopen again as a result of Covid-19.

One food business trying to make a difference during these challenging times is Simply Fit Food. It is a health food brand that specialises in making fresh healthy meals and fresh soups products, and was originally established in September 2016 when Luke Judge, one of the co-founders, was diagnosed with an underlying heart condition.

Their mission ever since has been all about 'Taking control of your health' through healthy, convenient food.

Simply Fit Food decided to take a different approach to the current situation. Speaking to the company's other co-founder Evelyn Garland, she discussed the impact Covid-19 has had on the business.

"Our business has been badly hit as a result of this pandemic, there's no point in say it hasn't been," she said. "Our sales fell by almost 50 per cent overnight as a result of people rushing to supermarkets to stock-up on long lasting dry goods and food products that can be stored in your kitchen cupboard.

"This whole crisis has caused us to really think outside the box about new ways to sell to our customers while being able to help those most affected by Covid-19."



But while the company has been feeling the impact of the coronavirus, Evelyn also explained the opportunity the pandemic has presented Simply Fit Food.

“We noticed a lot of people were nervous about going to supermarkets due to crowds and are therefore at a higher risk of catching coronavirus. That and there are people self-isolating and the vulnerable who all still need to be fed. We decided to open our [online store](#) as of two weeks ago, where we are now delivering our healthy meals and soups straight to the customer’s door. We have also put the necessary HSE Covid-19 guidelines in place on delivering parcels,” she added.

Simply Fit Food has received huge support from their online community through their social media platforms, having recently uploaded a video explaining how important it will be to support local and small Irish businesses over the next few weeks.

As a result, Evelyn said “our online orders spiked, and our online sales have grown by over 120 per cent. Irish people are so kind, they just want to support us.”

This comes as good timing for the company as the government looks to consumers to shop online more and utilise food delivery companies while staying at home.

Aside from Simply Fit Food creating a new revenue channel, the company is also helping those most affected by the pandemic.

“In response to the huge support we have received in the last couple of weeks, we felt it was only right to do what we can to give back as our customers have done for us. We decided to set-up an online donations page where we have so far raised over €1500 in donation funds in just under 48 hours which will go towards feeding our healthcare workers and those vulnerable in our society,” she concluded.

People can donate as little as €10 which will go towards two meals. Simply Fit Food then delivers all donated meals to a minimum of two hospitals or vulnerable charities each week.

If you would like to donate visit <https://www.simplyfitfood.com/donate>.

By Stephen Larkin

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