

Kestrel Foods swoops on County Down granola company Just Live a Little

Portaferry, County Down, granola company Just Live a Little has been bought by Kestrel Foods for an undisclosed sum.

The County Armagh snack manufacturer – which makes a range of plant-based products – said the acquisition sits well with its current portfolio, expanding its reach into the granola market. It said the move “signals the business’s ongoing commitment to becoming an innovative leader in the plant-based snacking market.”

Just Live a Little supply their range of products to retail and hospitality companies across the UK and Ireland, including Waitrose, Ocado and Tesco in Northern Ireland. It was founded in 2012 by David and Jill Crawford who started out selling granola at local markets.

“The acquisition of the Just Live a Little brand is aligned to our ambition of creating an innovative snacking and granola business with a strong portfolio of brands, brilliant products, and world class capability,” Michael Hall, owner and managing director of Kestrel Foods, said. “We are delighted to have the opportunity to build on the legacy of the Just Live a Little brand for wholesome artisan granola and snacks.”

Kestrel Foods owns the Forest Feast and ACTI-SNACK brands, as well as its providing private label products for retailers and others.

It said it make good progress during the Covid-19 pandemic with retail sales climbing by 26% year on year. It has also invested £2.8 million in its manufacturing facility, which now employs 80 people at its headquarters in Portadown.