



Your new
DESSERT for
breakfast !!

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1% of the world's food market is Irish sourced.



Only 10-20% of food in the Irish market has only Irish-originating ingredients.



Sraoi pots are 100% Irish!

1%

of the world's food market is Irish-sourced



Only 10-20% of food in Ireland is purely Irish-origin ingredients



Sraoi Pots are 100% Irish!



Sraoi Pots
SUPPORTS IRELAND





Breakfast should be fun and tasty, Spraoi Pots are both!



We care about what you eat! The protein, calcium, and probiotic content aid bone, muscle, gut, and heart health.



The high protein content makes you full faster, setting you up for a productive day!



Happy Timmy

Spraoi Pots
SUPPORTS YOU



We aim to donate 10% of our profits to the IFA

Cost & Revenue

OUR AIM

- Sell to 50 high-end market fairs like Donnybrook fair.
- 1,000 pots to each fair per year.
- 19 per week & 3 per day.

€4.50



Breakdown		Total Turnover	Total Cost (€3 p.u)	Total Profit (€1.50 p.u)
Year	Sales Volume			
1	50,000	€225,000	€150,000	€75,000
2	130,000	€585,000	€390,000	€195,000
3	250,000	€1,125,000	€750,000	€375,000

Our Vision

“Our vision is to showcase the best of Ireland through high-quality Greek yoghurt, proudly supporting local farmers while delivering sustainable, nutritious snacks.”



To create Ireland's first premium Greek yoghurt brand that blends local flavours with nutritious innovation.

Spraoi Pots aims to be a healthy alternative to desserts, offering indulgence without compromise.

We are committed to being a sustainable brand, using locally sourced ingredients and eco-friendly packaging

Our vision is to build a brand that is playful, modern, proudly Irish.



Where were going?



www.sraoiipots.com



After establishing ourselves in high-end market fairs, we aim to takeover retailers all over Ireland.

Position Spraoi Pots as the go-to protein snack, balancing health with indulgence.

Champion sustainability: reduce food miles, use recyclable packaging, and build strong relationships with Irish farmers.

Continuously experiment with new flavours and limited editions inspired by Irish produce (keeps the brand exciting).

Partner with festivals, health events, sports clubs, and wellness spaces (like saunas and ice bath centres) to connect with young people and health-conscious consumers, following the lifestyle trends of our target audience and meeting them where they already are.

Long-term: become an internationally recognised Irish brand, showcasing local ingredients while staying eco-friendly.

Marketing: Our Demographic



People Like:

The “Students”

The “Gym Rat”

The “Home Maker”

And people who value
sustainable, easy to access, Irish
made food



Marketing



OUR STRATEGY

Sponsor influencers on Tiktok like Miriam Mullins, Garron Noone, Kayleigh Trappe, and Alix Earle all using #MorningSpraoi

Place oversized spoons or Spraoi Pots cutouts around campus with QR codes linking to free samples or TikTok page.

Team up with profs/lecturers to give surprise pots mid-class

Sponsor uni sports teams

Give out free samples on campuses and supermarkets

THANK YOU!

SPRA
POTS

ANY QUESTIONS?