



Slō Drinks

Gearing up for global growth



Sector	<i>Food & drink manufacturing</i>
District	<i>High Peak</i>
Number of Employees	<i>4</i>
Support received	<i>Workshops, one-to-one coaching</i>

The Client

Slō Drinks develops and manufactures a wide range of nutritional products for people with Dysphagia, a medical condition which causes swallowing difficulties. Its products change the consistency of drinks to make them safer to swallow.

Slō Drinks works with healthcare providers and dieticians, supplying products which help to thicken drinks for patients. Its range includes sachets to thicken cold, hot or fizzy drinks; nutritional milkshakes; alcoholic beverages including beer, cider and wine; and drinks which make it easier to swallow tablets and pills.

[→ Watch the video](#)



The barriers to high growth

Slō Drinks was founded by Mathew Done, its managing director, in 2005.

The company has achieved steady organic growth since its launch as it has refined its processes and developed a wide range of products for people with varying degrees of Dysphagia.

It is now the UK market leader and is the only manufacturer which can offer products at four different thicknesses. It engaged with UpScaler for support to take its growth to the next level and launch into 11 new markets around the world.

The UpScaler solution

Mathew worked closely with a Nottingham Trent University funded UpScaler mentor to look at several areas of the business and explore different ways of expanding internationally. It is currently gearing up to launch a franchise-based model to license its products for use in other countries, including America, as well as get its full product range approved for use by the NHS.

Mathew also attended a host of UpScaler workshops, looking at subjects including HR, finance and marketing.

The impact

As a result of UpScaler's support, the company has streamlined and simplified many of its processes with a view to future growth. It has implemented a long-term financial strategy and fine-tuned some of its products to strip out unnecessary costs.

It has also introduced a new people strategy and enhanced its marketing and customer service activities to help it further strengthen its market position and its competitive differentiators.

"The support we've received from UpScaler has given us the confidence to think about things from a different perspective, set some bigger goals and then go for them. I was looking for knowledge and skills to take a small company and grow it overseas. If it hadn't been for UpScaler, I would have had to buy this expertise in. The support has been fantastic and has enabled us to take the business in a completely new direction."

- Mathew Dunn