

CASE STUDY - Sunshine Vegan Deli Ltd

Leading the vegan revolution, one bite at a time



KEY POINTS

Support Received

- Adviser support
- Signposting to Invest to Grow

Outcome

- Significant growth in sales and supply chain
- Support through building a network of useful business connections

Sunshine Vegan Deli is a dynamic family run business offering delicious, homemade vegan food. Founded in 2017, the business aims to satisfy the tastebuds of vegans and meat eaters alike by offering plant-based hearty foods such as scotch eggs and vegan roasts. The team are passionate about offering high quality meat free alternatives and changing the mindset of customers adapting to a vegan diet, saving animals and the planet.

Like many businesses Sunshine Vegan Deli was hit hard by the Covid-19 pandemic and as a consequence had to pivot to selling online. This change kickstarted significant growth in the business and diversified the supply chain. The business now supplies to stores, wholesalers and restaurants across the country. The dedicated Growth Hub business adviser was able to help guide the business through this period of growth by signposting to schemes such as Invest to Grow. In addition to this, support was provided when the business moved premises, equipping the business with a network of useful contacts.

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Rich at the Growth Hub has been super supportive, when we moved to new premises in the region he gave me pointers on the best people to talk to and practical help on the technical side of our food business, working in partnership with these guys is a sure way our business will become the success we've dreamed of!

Sarah Short, Director, Founder and CEO

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