



## MIENA'S

### Company address

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### Channel:

Foodservice

Online

Retail

Starting in 2012, I made nougat in our home kitchen and sold it at Marley Park on Saturdays. In 2013, I converted our large garage into a purpose build nougat kitchen and launched Miena's Nougat at Gifted that Christmas.



In 2014 Avoca was my first retailer and a few more followed. I had one part time staff and we made approx. 24kg nougat a week.

At Bloom 2016 I met the Simply Better team and it was the beginning of my business' transformation. By September that year Miena's nougat was available in a few Dunnes Stores, and within a year we started producing nougat under the Simply Better Brand, and before the year end our nougat was available nationwide.

The end of 2017 I scaled up from my 12kg capacity nougat machine to a 75kg machine, my staff also increased from one to two full-time ladies.

In 2018 we won gold and silver for our Simply Better Almond & Pistachio nougat and the Simply Better Almond & Coconut nougat. After the awards I got enquiries from Harrods, which we produce nougat for under their brand for Christmas 2019. Subsequently we are producing nougat now under the Harrods brand all year round.

In 2019 we started producing for Xocolatl, a Danish chocolate company, under their brand.

In September 2020 we started exporting to Belgium.

In 2021 we started exporting the the US.

We are three fulltime and two part time ladies.

Awards: 2016:

Hazelnut, Chocolate & Cranberry -Gold- Irish Free From Food Awards

Almond & Pistachio - Bronze - Irish Free From Food Awards

Almond & Fig - Gold Star - Great Taste

Almond & Fig - Silver - Blas na hEireann

2017:

Almond Coconut & Lemon - Gold - Irish Free From Food Awards

Almond & Mix Berry - Silver - Irish Free From Food Awards

Hazelnut, Chocolate & Cranberry - Bronze - Irish Free From Food Awards

Almond Coconut & Lemon - Gold Start - Great Taste

Almond & Mix Berry - Silver - Blas na hEireann

2018:

Simply Better Almond & Pistachio – Gold – Blas na hEireann

Simply Better Almond & Coconut – Silver – Blas na hEireann

SB Almond & Pistachio nougat log – Best Christmas Confectionary – Q Awards

2019:

SB Almond & Pistachio – Gold – Blas na hEireann

SB Almond & Pistachio – Gold – Irish Free From Food Awards

SB Raspberry & Coconut – Silver – Irish Free From Food Awards

SB Nougat selection – Best Confectionary – PLMA International Food Excellence

SB Nougat selection – Best Christmas Confectionary – Q Awards

## Why Us

The nougat is of high quality, tastes great, is not too sweet and has a soft chew. It is packed with fruit and nuts.

Miena takes a lot of pride in the packaging and the presentation, making it an attractive artisan product.

## Our product range



Roasted Almond Nougat Bars  
Almond & Pistachio Nougat Bars  
Almond Coconut & Lemon Nougat Bars  
Almond & Mixed Berry Bars  
Almond & Fig Bars  
Chocolate, Hazelnut & Cranberry Bars  
Nut Selection Gift Box  
Fruit Selection Gift Box  
Christmas Selection Gift Box  
Hand Embossed Tins

## Markets

UK & NI

## Our Accreditations

- HACCP
- Halal
- Kosher
- Origin Green Verified

## Our Awards

Silver - Blas na hÉireann Awards 2016

One Star - Great Taste Awards 2016

Gold, Bronze - Free From Food Awards 2016

Gold, Silver, Bronze - Free From Food Awards 2017