

# Lorama Foods

Lorama Foods is a quality bakery with its own label products, and white label manufacturing facility, producing products for some of the leading brands. Specialising in sports nutrition bars and protein balls.



## The Challenge

Starting a business from scratch is tough, but siblings and fellow directors Rachel Lavelle and Martin King were up for the challenge when they launched the West Sussex based company.

With the usual worries about cash flow, staffing and a myriad of stressful problems faced by small business owners, they set to designing and building their own facility.



**Rachel Lavelle, director of Lorama Foods said:**

*"There's no way we'd be as far along today as we are without the **Coast to Capital Growth Hub**. I wouldn't have had time to even think about where else I could go. The **Growth Hub** found me and took me under their wing, helping and guiding me to so many different sources of information."*

## The Impact

A visit from Growth Hub Account Managers began a relationship filled with great advice, innovative ideas and plenty of useful contacts.

Rachel was introduced to the Coast to Capital Growth Hub support programmes and met regularly with other business owners. At the Escalator peer-to-peer network for high growth businesses, run by Growth Manager Lou Williams, problems could be honestly and openly discussed.

**"It was such a boost to know we were not alone, and there was always someone who had an idea."**

The confidence, ideas and positive energy had a huge impact at Lorama Foods. Although eligible for a grant from Coast to Capital's Growth Grant Programme, the business found funding through investors.



Three years after its launch, the company has an anticipated turnover for 2020 of £1m. This is expected to rise to £3.5m by 2021, an increase of 350%.

Lorama Foods received invaluable support from Coast to Capital which empowered it to make the right decisions.