



PRESS RELEASE

For Immediate Release

June 2nd2015

Flavourly.com is latest investment from Granary

Granary Investments have taken a stake in Flavourly.com – an innovative subscription box service for foodies and craft beer enthusiasts.

Lead by founder Ryan O’Rorke, Flavourly raised over £500,000 through crowd funding anchored by the pre-secured funds from Granary. Mark Lister and Dave Brooks from Granary have joined the advisory team at Flavourly to further develop the business infrastructure and increase marketing investment.

Speaking on behalf of the Granary investors, Mark Lister commented: *“We are delighted to support Ryan and his team in their venture. Linking new products and brands to consumers is challenging for many new businesses and we can see exciting potential for the Flavourly range of services to benefit both brands and consumers. We have been talking with them for six months and are glad that significant funds are now available to drive our growth objectives.”*

Commenting for Flavourly, Ryan O’Rorke said: *“The investment we now have puts us in a strong position to take advantage of the strong consumer demand for new, exciting and innovative products which we can deliver to their door on a monthly basis. We are also delighted to have the support of Mark and Dave who bring a wealth of financial and food experience to our business and we feel ready to enjoy the next stage of our journey.”*

For further details, please contact:

Ryan O’Rourke, Flavourly.com

Email: press@flavourly.com

Tel: 0131 629 2690

www.flavourly.com

Mark Lister, Granary Investment

Email: mark.lister@granaryinvestment.co.uk

Tel: 07899818554

www.granaryinvestments.co.uk

NOTES TO EDITORS

- Formed in 2012, Flavourly is the UK's fastest growing artisan food, snack and craft beer discovery service. Through their monthly deliveries, they help foodies and craft beer enthusiasts discover artisan foods, snacks and craft beers not currently available to them due to lack of a route to market for small independent suppliers.
- This is the second major investment from Granary – the first in 2014 was vegetable crisp producer Scrubbys (<http://scrubbys.co.uk>), who are now listed in Waitrose and elsewhere
- About Granary Investments:

Granary Investment Partners is a small group of senior food/ drink and commercial managers who have created a fund to help small/medium food and drink businesses get to their next stage through investment and high quality management input.

Granary's Partners and Associates have all been highly successful in their own fields and believe passionately that it is the energy, creativity and flexibility at the small/medium end of the market that fuels growth in the UK food sector overall.

Granary's aim is to invest in, and work with, food/drink entrepreneurs who have begun the journey and have early stage businesses with good commercial plans, growth strategies, ideas and capabilities.

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