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Pizza firm aims to take slice of market



Colin Donald Business Editor, Sunday Herald

DELICIOUS pizza you can eat without any guilt – on a scale of great Scottish inventions, it's right up there with Penicillin and Tarmac.

For Donnie Maclean and Katie Sillars of Glasgow's nutritious pizza firm Eat Balanced, it's already proving a money-spinner in local branches of supermarkets Asda and Sainsbury's, and made them the stars of this week's BBC2 documentary The Entrepreneurs.

Finnieston-based Eat Balanced, selected in February as one of the Evening Times Local Business Accelerator prize-winners, is now preparing to establish its uniquely nutritious pizzas across the UK, after taking advice from our top team of business mentors, Les Meikle, of Wise Property, Laura Gordon, of Corporate Connections, and former Microsoft Scotland boss Raymond O'Hare.

As part of the scheme, the winners also received free ad campaigns using the Times' talented creative team and product promotions to help boost their firm.

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Donnie said: "Since we started trading last September we've sold 16,000 pizzas just in Scotland, and had great feedback from the stores. Now we're ready to launch in London, and have a listing on online store Ocado.

"We're making good progress with other retailers and are going to be approaching premium retailers like Harrods food hall with our new top of the range venison pepperoni pizza."

Eat Balanced pizzas, developed with the help of nutritionist Dr Mike Lean, contain half the calories and less than 60% of the fat of normal pizzas.

Although slightly pricier than supermarket

equivalents, they are packed with natural ingredients giving all the fibre, vitamins and minerals that make up a balanced meal.

Donnie was full of praise for our three Evening Times LBA mentors who, for the last few weeks, have been putting his business plans through their paces:

"The mentors have been fantastic, and I've benefited greatly from the way they've all come at my business from different angles."

Next week our three mentors will sit down with Evening Times staff to decide which of the three LBA winners – also including kid's clothes and toys shop Merry-go-Round and city coffee bar chain Café Wander – will be named the overall winner.

The lucky company will be entered into the Newspaper Society's national LBA competition, with the chance to win big cash prizes and further mentoring from Dragons' Den star Deborah Meaden.

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