



# Enabling Food Innovation Project

## PIE EYED KITCHEN LTD

### (VORK PIE)

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The entrepreneur Sophie Neill started a vegetarian pie business convinced there was a market for good quality vegetarian pies. She then discovered a gap in the market for vegan products such as pies and scotch egg variants.

#### Project Brief: May 2017

1. Margarine for shortcrust pastry – the company uses Vitalite dairy free spread but has changed due to the Palm oil content (sustainability issues) to Suma spread which has sustainable Palm oil, an alternative is required.

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#### The Response: May 2017

1. Research on potential improvements for current recipe/process.
2. Conduct market research on potential alternatives to their current margarine.
3. Conduct trials to confirm alternative recipes

#### Benefit to the Business:

Hi

Many thanks for your message, yes the pies were still good after the 10 days, so result! many thanks.

I am planning to try the new pastry recipe this week.

Many thanks

Sophie

