



#MakingItHappen together with The Dough Bros



Ronan and Eugene Greaney of The Dough Bros in Galway

The entrepreneurial siblings had long thought about creating a high-quality chilled pizza for home cooking, so they began working on that new product idea after lockdown.

“We knew there was room for a far better chilled pizza which instead of being factory-made would be handmade in our wood fired oven and created with the best local Irish ingredients,” says Greaney. “So we began working on the prototype and the testing began at home with family and friends. Then we decided that rather than going down the retail route, we would do it from our website and cut out the middleman, as it would be a better route to market. If customers could not come to us, we would go to them, wherever they were in the country.”

“AT THAT POINT, WE GOT IN TOUCH WITH OUR LOCAL ENTERPRISE OFFICE IN GALWAY TO APPLY FOR A TRADING ONLINE VOUCHER FOR OUR WEBSITE UPGRADE SO WE COULD DEVELOP AN E-COMMERCE PLATFORM. AND SO THE IDEA OF THE DOUGH BROS DIY PIZZA KITS WAS BORN, AND WE STARTED TAKING ORDERS ONLINE IN MAY 2020.”

Once their nationwide business took off, the brothers began shipping to further afield and were supplying pizza kits to corporate customers, not only in Ireland but in Europe and as far away as Russia, Israel, and Kazakhstan.

Through LEO Galway, the business won the ‘Best Established Business’ county category in the ‘Ireland’s Best Young Entrepreneur’ competition and was also supported with mentoring, training, and a Trading Online Voucher.

“We have had a lot of support over the years from our Local Enterprise Office,” says Greaney.

To find out more about Local Enterprise Office supports for your business, please visit LocalEnterprise.ie/MakingItHappen

THE ONSET OF THE PANDEMIC HAS CAUSED THE DEMAND FOR COMFORT FOOD TO SOAR - AND BACKED BY LOCAL ENTERPRISE OFFICE GALWAY, EUGENE GREANEY, AND HIS BROTHER RONAN HAVE NOT ONLY COME UP WITH A SOLUTION TO OUR NEED FOR CULINARY TREATS, BUT THEY HAVE ALSO MANAGED TO SUCCESSFULLY PIVOT THEIR COMPANY IN THE PROCESS.

“Covid-19 turned our business model upside down,” explains Eugene Greaney. “We ran two pizzerias in Galway and things couldn’t have been going better. We had just been named as the number 21 Best Pizzeria in Europe. The restaurant model was our business model. It was built on big queues and high turnover of tables. That model was gone overnight.”

“We made an immediate switch to takeaway service which we knew would keep us ticking over and keep a good few staff in jobs. However, we began developing a bigger plan which had been on the backburner for a couple of years but brought forward by the current pandemic.”



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