

Brands initiative to find products that appeal to younger shoppers, writes **Conor McMahon**.

The company's range of microwavable lentil, chickpea and black bean

If the products sell well and get positive feedback from customers, they could be listed full-time with the chain, according to founder Shane Ryan, pictured. "The scale of this

a big part," he said. Fiid, pronounced "feed", was launched in December 2018 and is stocked in 300 stores across Ireland, including national listings with Supervalu and Tesco.

are always looking to the future and thinking about what will be next on the [British] nation's shopping lists," said Rachel Eyre, who heads Future Brands.

IntraVeno guru backs health clinic booking site

Private healthcare booking start-up Letsbuyhealthcare has secured the backing of medical devices entrepreneur Michael Kinsella, writes **Conor McMahon**.

Company documents show that Kinsella – who sold IntraVeno Healthcare to United Drug for €19.5m in 2002 and who is a former

director of Dublin's Sports Surgery Clinic – invested €200,000 in the business.

Letsbuyhealthcare is a booking website for people to access pay-as-you-go private healthcare. Users can book individual treatments directly with private hospitals, GPs and consultants.

The venture is headed up by David Allen, the former

finance director of the National Treatment Purchase Fund. Allen said that Letsbuyhealthcare was aimed at people without private health insurance or access to a medical card.

The Galway Clinic, Hermitage Clinic and Sports Surgery Clinic are among the private hospitals listed as providers on its website.

AIB Consumer Reference Rate Changes effective from 21st January 2020

Current: Base Lending Rate*	0.000%	Previous: Base Lending Rate*	0.000%
Current: Prime Interest Rate**	0.000%	Previous: Prime Interest Rate**	0.000%
Current: Credit Line Interest Rate	2.000%	Previous: Credit Line Interest Rate	2.000%

*This rate is only available for facilities in excess of €50,000

**This rate is not available for new loan facilities

Facilities based on these reference rates are also subject to an agreed interest margin Allied Irish Banks, p.l.c. is regulated by the Central Bank of Ireland

