

Mara Seaweed hoping to gather investment with crowd funding



A local company is jumping on the crowdfunding bandwagon, fast becoming the finance vehicle of choice for many start up businesses.

Mara Seaweed, finalists in this year's BBC Food & Farming Awards, have launched a crowd funding campaign on Crowd Cube to raise £500,000 to support their growth plans.

The campaign launched today has already raised £220,625 of their £500,000 target. The money raised will be used by Mara (Celtic Sea Spice Company Ltd) to invest in sales and marketing to support their plans to export, as well as supporting new product launches. The firm is also looking into expanding its production facilities in Scotland.

Individuals who invest will be rewarded with incentives ranging from the opportunity to join the "tasting team" with pre-launch access to new products and promotions, a private supply of their highest prized product, "The Truffle of the Sea", a chance to join the Mara team seaweed harvesting and learning to cook with seaweed at Mara's beautiful coastal harvesting hub.

Edinburgh based Mara, (means 'the sea' in Gaelic) produces an award winning range of shake-on seaweed flakes – superfood seasonings or healthy salts – from a selection of flavourful seaweeds hand harvested from pure, cold Atlantic waters.

Fiona Houston, Mara's CEO said,
"This is the new condiment; we aim to make it a must-have on your menu or table – instead of salt or herbs."