

NUTRICARE CASE STUDY

Building a wellness
brand from scratch

THEIR STORY

Still in development but already gaining momentum, Nutricare is a functional wellness brand focused on fully nutritional, easy-to-digest products - designed for people recovering from surgery, living with inflammatory bowel disease (IBD) or managing active lifestyles.

For Pawel Sternik, the solo founder based in North Somerset, The Food Works^{SW} has provided more than technical support - it's been a sounding board, a professional space and a confidence-builder. Nutricare has had access to high-quality facilities and guidance - free of charge - through the West of England Food and Drink Support Initiative.

OVERVIEW

Nutricare is a functional wellness brand I began developing in 2024 while working full-time. The products are designed to be nutritionally complete and gentle on the gut, supporting recovery, fitness and long-term digestive health.

"The first meeting made me feel like this business wasn't just possible, it was viable."

-Founder Paul Sternick



Pawel talks us through the story behind the brand and how The Food Works^{SW} support has played a vital role...

WHAT INSPIRED YOU TO START THE BUSINESS?

Two personal moments shaped this: my grandmother's post-surgery recovery and my own diagnosis with Crohn's Disease. Both opened my eyes to the connection between nutrition and healing - and the lack of good options for people with dietary sensitivities. That's when I started developing Nutricare.

WHERE WERE YOU IN YOUR JOURNEY BEFORE CONNECTING WITH THE FOOD WORKS^{SW}?

I was starting from scratch - just research and a big idea. I needed help understanding compliance, scaling, formulation and I needed a food-safe space to develop my product securely, especially as I was protecting IP.

HOW DID THE FOOD WORKS^{SW} SUPPORT YOU?

Through the funded support programme, I've had expert advice from Zoe at The Food Works^{SW} on labelling, compliance, scaling and sustainability. Just walking through the kitchens and seeing what was possible helped turn the concept from something in my head into something real.

WHAT'S BEEN YOUR MOST MEMORABLE MOMENT WITH THE FOOD WORKS^{SW} SO FAR?

That first in-person meeting. For the first time, someone listened to my vision and responded with genuine belief and practical advice. It made me feel like this business was not just possible, it was viable

HAS SUSTAINABILITY BEEN PART OF YOUR JOURNEY?

Absolutely. From the start, The Food Works^{SW} helped me think about packaging choices, waste reduction and sourcing locally - all key parts of Nutricare's future as a brand.

WOULD YOU RECOMMEND THE PROGRAMME TO OTHERS?

Without hesitation. For anyone at the concept or early launch stage, this support is invaluable. It saves time, money and mistakes - and gives you a real foundation to build from.

HAVE YOU USED THE DEVELOPMENT KITCHENS YET?

Yes - and honestly, that first visit was a turning point. Until then, Nutricare had existed only in my head or on paper. Seeing the professional kitchens and speaking with Zoe in person made it all feel achievable. It gave the idea weight and momentum.



HAS THE FOOD WORKS^{SW} HELPED SUPPORT YOUR IP AND CONFIDENTIALITY NEEDS?

Definitely. Because I'm working on proprietary formulations and seeking patent protection, it was essential to have a food-safe space where I could develop products securely. The Food Works^{SW} gave me exactly that - a trusted environment that respected the early-stage sensitivity of the work.

WHAT'S NEXT FOR NUTRICARE?

We're heading into the prototyping phase now - refining formulations and starting to prepare for a soft launch. The vision is to create a trusted, functional wellness brand that supports recovery and gut health without compromise on nutrition, sustainability or flavour.

Nutricare is proof that big ideas can grow from a single founder - with the right ecosystem around them. Through The Food Works^{SW}, the business has moved from research to early-stage prototyping with confidence. For others hoping to launch purpose-led food or wellness brands, Nutricare's journey shows that expert, empathetic support can make all the difference.

Support has been provided by



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