

Sugar Dance - LA Fruit



Introduction - Sugar Dance is an artisan bakery based in Portadown, specialising in bespoke celebration cakes and high-end pâtisserie products. With support from InnovateUs, Sugar Dance successfully developed its LA Fruit range – a collection of luxury fruit-shaped desserts combining exceptional craftsmanship and flavour

Challenge - Despite strong customer interest, Sugar Dance faced challenges in scaling the LA Fruit range, including product standardisation, shelf-life testing, packaging and pricing development, and preparing the products for wholesale markets.



Solution - Through the InnovateUs programme and support from Southern Regional College, Sugar Dance refined its product range, standardised production processes, and developed the knowledge and resources needed to launch a retail-ready range.

Impact - As a result of the project, Sugar Dance launched its retail-ready LA Fruit range, expanded into new B2B markets, increased sales opportunities, and established a strong foundation for future growth and product innovation

