

# Annabel Karmel



## Entrepreneur Profile



### ***What does she do?***

Annabel Karmel is the author of books on nutrition and cooking for babies, children and families.

### ***Why did she do it?***

Annabel's first child of a rare viral disease aged just three months. Although the illness was not diet related Annabel was determined to give her second child the best possible start in life so she spent two years researching child nutrition and development, interviewing UK paediatricians and child nutritionists. She was determined to this as she had seen a ***spot in the market*** so she took advantage of it and made her business develop.

### ***When did she start?***

Her first book was 'The complete Baby and Toddler meal planner published in 1991. Then in 2006 she launched 'Make your own....' a range of equipment for making ones own baby food.

### ***Annabel's Career***

Annabel Karmel started her life as a professional harpist, performing in concerts, appearing television and recording CD's. She wrote her first book after the death of her first child from a viral infection. Her second child was not eating very well and she decided to write a cookery book for feeding children. Once she finished her book she sent it to 15 publishers who all turned it down. Then a friend took it to Europe's biggest book fair and she finally found a publisher to take it on. The book has since sold 2 million copies. Her ***determination*** for this book to be published made her such a successful entrepreneur. Since then she has written another 14 book about feeding children.

After her success she was approached by Boots, the high street chemist chain, to design a range of cookery equipment which could be used to prepare food for children. When the range was a commercial success, this set her thinking about developing a range of ready-prepared meals.

In 2007 her ***new range*** was launched after an investment of £350 000. It is now stocked by J Sainsbury and Ocado.

### ***How much has she made from her career?***

Total sales from her books, meals and cooking equipment made £14 billion in 2008.

### ***Annabel's Quotes -***

- "If you have a vision, you have to trust yourself. Don't let other people put you off And don't be worried about doing something by yourself"
- " You do need luck, but you should never give up"

