



# Business Post Group acquires Relish Research

UK & IRELAND – Dublin-headquartered Business Post Group, owner of research firm Red C Research, has acquired research-based consultancy services company Relish Research for an undisclosed amount.



The acquisition will see Relish Research join Business Post Group's insights department and be a sister brand to Red C Research.

Relish Research will continue to operate as a standalone brand and its existing staff and executive team will be retained following the acquisition.

Relish Research was founded in 2011 by Monique Drummond, and followed on from Drummond's first company, Drummond Research, which started in 1990.

The Business Post Group [bought Red C](#) in 2021.

Richard Colwell, chief executive at Red C Research and head of data and insights at Business Post Group, said: "Relish Research brings a fresh focus to the group with key strengths in the recurring revenue/subscription model, and a rich client base that perfectly complements our existing Red C business in the UK.

"I look forward to working with the talented team at Relish to help them further grow in the years ahead."

Drummond added: "While retaining our independence, there are clear synergies in developing a close working relationship with the skilled consultant team Red C.

"Not only will we be strengthening the range of services we currently offer our clients, but we'll be collaborating on the development of new insight products to further strengthen our combined position in the market."

Enda O'Goineen, publisher and chief executive at the Business Post Group, said: "We are delighted to have the opportunity to acquire Relish Research, an investment which we believe further strengthens one of our core pillars in data and insights."

*Pictured: Richard Barton, joint managing director, Red C UK; Richard Colwell, chief executive, Red C Group; Monique Drummond, Relish Research founder; Simon Thompson, Relish Research managing director; Charlotte Butterworth, joint managing director, Red C UK; Colm O'Reilly, group chief operating officer, Business Post Group*



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