

Aedamar Cassidy

Aedamar's Curds

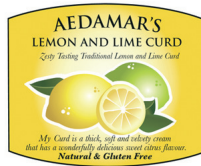


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Bringing a mayonnaise jar filled with her homemade lemon curd to a dinner party, instead of a bottle of wine, sparked the idea for Aedamar Cassidy's business.

Her friend loved the curd, wanted more and asked why she wasn't selling it. Aedamar made some batches in her kitchen in Newbridge, Co Kildare and tested them at local farmers' markets.

Demand was high so she gave up her job in the hotel trade and set up Aedamar's Curds in August 2015.

Based on a third-generation, authentic family recipe, Aedamar uses only natural ingredients in her curds. They can be used as a conserve, in baking, as a sauce in savoury cooking, added to natural yoghurt or even poured over ice cream.

Having grown up on a farm, Aedamar was used to living off the land. Her grandmother made her own butter and they picked their own berries to make jam.

So being an artisan food producer came natural to her and a Start Your Own Business course helped her learn more about the business side of things.

Three months after launching, her Lemon Curd won a Blás na hEireann bronze award and the overall award for The Best Product in Kildare. This year her Lime Curd is a finalist.

A Food Academy member, her products are stocked in 20 SuperValu stores as well as The Silver Restaurant at Newbridge Silverware.

She felt ACORNS was an important networking opportunity and, since then, she has moved to a production kitchen, has three new products about to launch and is hoping to hire two full-time staff by Christmas.