

## Maeve Sheridan

*Western Herd Brewing*



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Maeve Sheridan and her brother, Michael Eustace, both share a passion for good-quality beer so setting up their own brewery was a natural progression for the siblings.

Maeve, who has a background in finance, was working in Luxembourg when she developed a fondness for the various European-style beers. Michael, who is a civil engineer by profession, had always been a keen home brewer.

Noticing the rise in craft breweries opening around Ireland, they decided to open their own brewery. And they already had the perfect location – their family farm in Kilcloher, Kilmaley, Co. Clare.

Maeve and Michael aspired to create beers that embodied the charm and character of their idyllic hilltop farm built by their great-grandfather 100 years ago. And so, after much market research, and many experimental batches, Western Herd was born in November 2015.

Maeve's background in finance helped when they were setting up the business and, through ACORNS, she receive much support from fellow participants.

The Western Herd range has four types of beer, which are stocked in bars, restaurants and stores in Clare as well as several off-licences in Dublin. Its Back Beat Witbier won two gold stars at the Great Taste Awards and the range is a finalist in the start-up category of the Clare business awards and in the Blas na hEireann food awards in October 2016.

With a team of five, Maeve and Michael have ambitious plans to grow the business over the next two years. They plan to create a visitor's centre at the farm and develop it into a venue for parties.