ACORNS
Accelerating the Creation Of Rural Nascent Start-ups

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Keenwah Quinoa

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Keenwah Quinoa

As a busy mother of six, Aisling Hanley knows that parents want highly nutritious options when weaning their babies onto solid food.

This desire to give children the best start in life led to Aisling launching her second business in 2016. Keenwah Quinoa is a one-ingredient baby food made from organic quinoa grains.

Having already set up her own artisan bakery in Headford, Galway in 2008, Aisling knew a thing or two about grains.

She began to experiment at home with quinoa, using it as an alternative to commercial cereals for her own children, but the cooking, grinding, and pureeing process resulted in a tacky mess.

Wanting something more instant, she hit upon the idea for ready-to-use organic quinoa powder which is made using organic quinoa seed from Bolivia.

Keenwah Quinoa powder requires no cooking; all you do is stir in milk or water for an instant nutritious creamy meal. It can also be mixed with baby formula or breast milk or added to soups and sauces for toddlers and older children – or even adults.

Keenwah Quinoa is a member of Supervalu's Food Academy programme and is stocked in 20 of its stores as well as in healthfood shops nationwide and Joyce's in Galway.

Setting up Keenwah Quinoa wasn't as straightforward as her bakery. But Aisling has stayed focussed on her goals thanks to support from her fellow ACORNS.

Her entrepreneurial success saw her named as regional ambassador for National Women's Enterprise Day in October 2016.

As Keenwah Quinoa expands to more stores around Ireland, Aisling's next goal is to break into the UK market.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.

Department of
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