

## Trín O'Brien

### *Wellnice Pops*



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**T**rín O'Brien and her friend BJ Broderick may just have hit on one of the coolest ideas for a business – vegetable ice pops.

When nutritionist BJ came up with the unique idea, Trín, who was working as an engineer, jumped at the opportunity to go into business with her. Now the friends are combining their expertise in two very different areas to create a range of seriously cool products.

Based in Tournafulla, Limerick, Wellnice Pops is aptly named using a play on the Limerick phrase 'well nice' as well the words 'wellness' and 'ice'.

Made entirely from cold-pressed vegetable and fruit juice, the ice pops are packed with essential vitamins and minerals making them a super healthy snack.

Trín and BJ hit the road in 2015 to introduce their four flavours – Frost Beet, Lemon Sucker, Two Carat Diamond, and All Hail Kale— at festivals around Ireland researching what flavours people liked best.

Wellnice Pops is a member of Supervalu's Food Academy and is stocked in several Supervalu stores and independent shops around the country.

Last year, Trín was shortlisted in the regional finals of Ireland's Best Young Entrepreneur. Wellnice Pops was awarded silver in the food and drink category in the Bank of Ireland Start-up Awards and received a National Enterprise award for Innovation in the Limerick region.

Trín enjoyed meeting like-minded businesswomen through ACORNS, and she is delighted to have a network of new friends.

The girls were impressing food enthusiasts at the Specialty and Fine Food Fair in London last year and now exporting is high on the agenda.

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