

Marie O'Dowd

Wilder & Gold



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Marie O'Dowd was so committed to the idea of setting up a business venture of her own that she walked away from a career as a buyer with Penneys to set up her home living store and café/deli in Ballymahon, Co Longford.

Marie, who lives in Lanesboro, Co Longford, set up Wilder & Gold in the nearby town of Ballymahon in October 2018 after completing a start your own business course with her local enterprise office.

Wilder & Gold uses local suppliers and ingredients where possible. It serves award-winning coffee from Bell Lane Coffee, which is roasted locally in Mullingar, and it also sells a range of homewares and gifts and stocks many Irish suppliers, including of Donegal, the handmade soap company, Bold Bunny, Lainey K and Clean Slate.

Having a strong business background encouraged Marie to follow her entrepreneurial instincts when she saw a gap in the market for a store like Wilder & Gold. And her instincts proved right – to the point that she already employs a staff of five.

An official opening night held a few months after she opened was a great success, and she says the business is constantly growing and evolving in response to customer demand.

She found that ACORNS helped her to set early goals and achieve them and was particularly beneficial for networking and support. She stays in contact with many of her ACORNS group.

Over the next year, Marie intends to grow Wilder & Gold and take on more staff. She has applied for a wine licence and plans to extend her opening hours early in 2020.

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



An Roinn Talmhaíochta,
Bia agus Mara
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