

## Eimear Reynolds

### *Bakealicious*



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From making jam tarts with left-over pastry from her mum's apple pies to pouring through baking books as a child, a career in baking was always on the cards for Eimear Reynolds.

When she left school, Eimear studied baking and pastry arts in Cathal Brugha St, TUD. She worked in various kitchens and bakeries before taking her cakes to farmers markets to see if there was a market for them. Her homemade bakes were met with high demand, encouraging her to look for her own premises.

In December 2016, just before Christmas, she opened the doors to Bakealicious, a café and bakery in the heart of Navan.

Eimear uses the best natural ingredients and all her cakes are handmade with spelt flour—as it's easier to digest and more nutritious than regular grain—free-range eggs and Belgian chocolate.

Her signature bakes, from salted caramel brownies to lemon bars, have been a hit and since opening, Bakealicious has grown into a retail business, both brick and mortar and online, with cake delivery nationwide. Bakealicious also provides occasion cakes for birthdays and weddings.

Taking part in ACORNS gave Eimear the confidence to make decisions and not doubt or second guess herself. Being part of an amazing support network of like-minded women was inspirational.

With three employees, Eimear hopes to further expand the nationwide delivery of cakes and bakes, and to gain better national recognition by doing so. She is currently in the process of launching a monthly subscription cake box service and next year, she hopes to start writing her own baking book.

*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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