

Kim Young

Misunderstood Heron



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Adventure and entrepreneurship are in Kim Young's blood; her parents opened Killary Adventure Centre in the beautiful Connemara fjord in the 1970s.

Growing up with adventure all around, it's no wonder she spent her early years travelling the world and now has become an entrepreneur herself – back home in Killary.

After school, Kim travelled for five years. On a trip home, she met her future husband, Reinaldo, who was working at the centre. The two went travelling together, including to Reinaldo's home in Chile, before returning in 2014, settling in Dublin where Kim undertook marketing and digital studies.

With an aspiration to set up a business, they bought a former chipper truck and Misunderstood Heron – a unique food truck café – opened at Killary on April 2017 selling tasty food using local, fresh produce.

As the Wild Atlantic Way took off, so too did the business. They moved into a 20ft shipping container which they transformed into a kitchen.

Covid-19 was a mixed blessing as it brought people around to the concept of eating good food – not just chips – outdoors. As the only food business open for miles, it got great support from locals and became a destination itself.

Since restrictions eased in 2021, business has exploded with people visiting from all over Galway, with further growth expected once the hotels open and tourists return.

Misunderstood Heron also does catering for a boutique nature lodge nearby and employs seven people; they are now examining creating events of their own.

Kim found ACORNS priceless as it allowed her to discuss ideas and problems in a safe space. Without that sounding board and wealth of knowledge around the table, she does not believe the business would be where it is today.

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
Department of Agriculture,
Food and the Marine