

## Mary O'Sullivan

### *Beara Bitters*



#### CONTACT DETAILS

T: + 353 87 414 4671

E: [info@bearabitters.com](mailto:info@bearabitters.com)

[www.bearabitters.com](http://www.bearabitters.com)

[www.linkedin.com/in/mary-o-sullivan-98557b34/](https://www.linkedin.com/in/mary-o-sullivan-98557b34/)

## BEARA BITTERS

Having grown up on a farm in Kerry, along the Wild Atlantic Way, and acquiring experience in botany, Mary O'Sullivan knew how to select the right botanicals to concoct the perfect infusions for cocktails.

Mary studied Wildlife Biology in Institute of Technology, Tralee, before obtaining a Master's in Evolutionary Biology with UCD. For several years, she worked in a variety of fields such as plankton analysis, oyster spat analysis and grass breeding. During this time, she developed skills in project management and business, and knowledge in botany and agronomy.

Wanting to move away from science and try something new, she decided to experiment with aromas and flavours, using quality organic ingredients.

This led her to set up Beara Bitters, in 2019, with her business partner Loretto, to help cocktail enthusiasts create more interesting and flavourful cocktails, with existing ingredients. Named after Mary's ancestral family name, 'O'Sullivan Beare', Beara Bitters currently has three flavours: aromatic, orange, and smoked pear —which Mary says blends perfectly with whiskey.

Based in Naas, Co Kildare, Mary supplies Beara Bitters to the bar and hotel industry, and the products are available as corporate gifting ideas. While restrictions in the Covid-19 pandemic prevented bars and hotels from opening, Mary hopes to make Beara Bitters products more available to the public in the coming months.

Working alone in the pandemic can be incredibly isolating so Mary was grateful to have a support network of business women through ACORNS. She says the programme had a great sense of community and it was a place where you can share any problems and ideas with like-minded entrepreneurs.

Mary is currently in talks with different distilleries around Ireland to stock her products. Following this, her goal is to branch out and launch Beara Bitters in the UK.

*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