

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 lifestyle store and café/deli in Ballymahon, Co Longford.

Marie set up Wilder & Gold in her native county Longford in the town of Ballymahon, 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. Since opening in 2018 and with the impact of Covid Marie had pivoted and diversified the business. She has added a grocery section to the shop and sells a range of Irish artisan foods and organic wines. She is now selling online and had also added a range of bespoke hampers to her online shop.

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 and is opening up a second location in the town of Lanesboro in September 2021!

She found that ACORNS helped her to set early goals and achieve them. She found the network which is met through ACORNS extremely beneficial too and she now stocks products from people which we met through the group. She has gone on to complete ACORNS Plus and is still very active in the ACORNS community and in touch with many who she has met along the journey.

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