

## Georgia Quealy

### *Praliné Chocolatiers*



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Originally from Roscrea in Co Tipperary, Georgia Quealy and her boyfriend/business partner, Daniel Linehan set up their company, Praliné Chocolatiers, in his home town of Athlone, Co Westmeath, in October 2020.

Both classically trained chefs with Michelin star experience, they had plans to move to Dublin to work as pastry chefs when the pandemic hit. Having always talked about setting up a business together, they began to experiment in the kitchen of Daniel's parents' café in Athlone.

Praliné Chocolatiers produces luxury hand-painted, hand-crafted chocolates made from the finest ingredients and showcasing many Irish producers. Georgia likes to create a journey of the senses for customers, starting out with the opening of the bespoke packaging to find the edible works of art, full of unique flavours and textures.

Georgia believes that the pandemic created a gap in the market for the company because gifting handmade, heartfelt gifts became a big aspect of people's lives.

Praliné Chocolatiers began selling their produce on Instagram in October 2020 after receiving support and mentorship through LEO Westmeath. They launched their own website in February 2021 and moved into their own production kitchen in November 2021.

Their main range of chocolates is available throughout the year, and they produce limited edition seasonal collections every couple of months.

Georgia says that participating in ACORNS was invaluable to her business. She says that the most beneficial aspect was being given the skills to confidently run a business to its full potential while benefiting from the expert experience of her group's Lead Entrepreneur Eimer Hannon of Hannon Travel. She is very grateful to be part of the ACORNS community.

Her main plan for the year ahead is to continue to build the brand and expand the product range, and she is also looking into B2B marketing to hotels and corporate gifting.

***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