

Brónagh Rogers

Bean & Bread



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Bean & Bread
by Jammy Rogers Bakery

Brónagh Rogers, who worked as a chef for ten years in Dublin, London, New York and Canada, among other locations, had to rethink her vocation when like many people working in hospitality she was let go during the Covid-19 pandemic.

So, the native of Mullinalaghta, which is outside Granard, in Co Longford, swapped cheffing for baking three years ago and set up her business at home in a premises she built herself.

However, while the bakery was a success, Brónagh couldn't help but notice that the various coffee shops she was supplying were making considerably more money from her products than she was.

This inspired her to pivot her business, and she opened her own café – Bean & Bread – in Granard in April last year.

Brónagh describes Bean & Bread as a small community café with a family atmosphere.

She says she was very lucky to get a premises right on the main street in Granard. She used all local tradespeople to fit it out and is working with them again as she is in the process of expanding.

Bean & Bread currently sells treats, coffees and pre-made sandwiches, but Brónagh intends to triple the size of the café and to have a proper deli counter and a wider offering.

With the bakery, Brónagh had one part-time employee, but the success of Bean & Bread has seen her hire five part-time staff.

She says her biggest business milestone to date has been feeling that Bean & Bread belongs in Granard and is accepted as part of the community.

Brónagh says one of the most beneficial aspects of being on the ACORNS programme was being among a group of participants who were doing completely different things but who were able and willing to help each other.

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