

Shelly Rourke

Shelly's



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Shelly Rourke, who is a native of Galway living in Cork, set up her business – Shelly's – in 2022 to provide home-baked treats that people can order online.

Shelly, who is a qualified architect and still works in the profession, runs her business from home and from incubator kitchens she rents from Cork City Council.

Shelly's started organically during Covid when she used to send boxes of baked goods to friends. Her main product is a gift box of baked treats that are typically ordered online by people who live abroad and want to send gifts to loved ones in Ireland.

Each treat box can be personalised for customers and Shelly ensures that sustainability is at the heart of her practice.

She was inspired to set up Shelly's when a friend's mother passed away during the pandemic and she couldn't attend the funeral or find a meaningful gift to send.

Shelly then set up a website and the overseas client base grew organically. She has also found new customers by introducing a range of baked goods that stimulate milk production for breastfeeding mothers.

Deciding to engage Studio Boon to redesign her branding and packaging this year proved to be a significant milestone for the business because the new branding matched the high quality of her produce and elevated her offering.

Shelly says she found the ACORNS programme particularly empowering because it is both women-led and women-focused. She said being mentored by a Lead Entrepreneur who had a successful business was a great benefit and added that all the participants learned from each other.

Her plans for the future of the business include introducing new products with a view to partnering with Airbnbs and other home stays, getting her hampers on the shelves in boutique stores and doing more food events like pop-up markets.

