

Meg Muir

Renegade Trading



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Meg Muir, who is originally from Zimbabwe, set up Renegade Trading in Ballypadden, just outside Cashel, Co Tipperary, in October 2024.

After moving from Zimbabwe, Meg lived in Port Elizabeth, South Africa, before moving to Ireland in 2018. She was working for a stove and fireplace business in Cashel when she decided to make a change.

She wanted greater flexibility for spending time with her daughter and also wanted to create a business that could support other women balancing work and family life.

Renegade Trading produces high-protein, ready-to-eat meat snacks, including biltong, chilli sticks and droewors. Meg also makes high-protein fresh beef boerewors sausages in traditional and sosatie flavours.

Meg began by registering the company, contacting her Local Enterprise Office and testing products with friends locally. She then completed the Food Academy programme alongside ACORNS, an intense period that helped her finalise her branding, packaging, recipes and market positioning.

The business now operates from a full commercial kitchen and has already secured shelf space in SuperValu stores in Cahir and Castletroy, with more stores in progress. Meg also sells online and is preparing to hire as the business reaches capacity.

She says her biggest milestone to date has been getting her products onto SuperValu shelves. Orders have already grown quickly, particularly in Castletroy, even before a full social media launch.

Meg says the ACORNS round tables were life changing. The open sharing of information, contacts and ideas, along with the outside perspective of other women entrepreneurs, gave her confidence and helped her see new opportunities.

Her short-term plans include in-store tastings, launching new high-protein meat snack flavours at the Irish Chilli Festival, reaching 20 to 25 stores by the end of the year and hiring three or four women to work with her.

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
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