

Aishling Flaherty

Caboodle



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Aishling Flaherty launched the latest version of her online marketplace Caboodle in January 2026 after identifying an opportunity to make it easier for people to discover and buy from Irish businesses online.

Originally from Galway, Aishling moved to Tipperary after taking up a role as associate professor in science education at the University of Limerick in 2019. The idea for Caboodle came to her in 2020, when her interest in speciality coffee led her to notice that many Irish producers were selling their products through separate websites.

“I noticed from a customer perspective there was a need to be able to see all these brands and order from them in a way that was more convenient. Initially, I was focused on speciality coffee, but we’ve since expanded to multiple retail categories,” she says.

Aishling explains that the company targets growing Irish retail businesses. They can connect their Shopify and Stripe accounts, allowing Caboodle to sync products in real time and push orders directly into their own systems. Caboodle has 46 businesses onboarded, more than 1,500 products synced and almost 700 members.

Aishling’s academic background has helped shape the disciplined, research-led approach she brings to developing the platform. Her current focus is on improving the website’s messaging, increasing conversion rates and refining the offer for both businesses and consumers.

ACORNS came at an important stage for Caboodle, just as the company was preparing to launch. Aishling says the programme gave her the chance to sit at a table with other entrepreneurs for the first time, think more commercially, and benefit from strong peer support and accountability.

“The biggest benefit was the emotional support network. Our group were extremely supportive inside and outside the roundtables,” says Aishling, who is now focused on scaling the platform in a sustainable way and investing more time into its growth.

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,
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