



## EU CAP Network workshop

### Support Facility for Innovation and Knowledge exchange including EIP-AGRI

## Young Entrepreneurs – Engines of innovation in rural areas

### Background information field visits

#### Field visit A

- Wicklow Wolf Brewery <https://wicklowwolf.com/>

Just a stone's throw from Wicklow Way Wines, the Wicklow Wolf Brewery & Taproom is home to Wicklow Wolf's flagship Elevation Pale Ale, responsible for 60% of sales. Quincey Fennelly, Managing Director & Co-Founder (alongside Simon Lynch) explains that the brewery began in an old bakery in Bray in 2014. They had just expanded into their new premises here when Covid-19 struck.

Pre-pandemic, half of Wicklow Wolf's product was sold into the on-trade. Having originally worked with C&C and United Beverages, Quincey's experience helped progress on-trade sales, but the pandemic obliged him to switch channels to off-trade at the 17,000 square foot unit, so currently 75% of its product is in canned format.

- Wicklow Way Wines <https://www.wicklowwaywines.ie/>

Wicklow Way Wines makes berry wine from local fruit. These wines are on the menu in some of Ireland's top restaurants, including Chapter One, Adare Manor and Ashford Castle, as well as the Pig's Ear and Winding Stair. Retail outlets include Avoca and Fallon & Byrne. Co-founded with Pamela Walsh, Winemaker Brett Stephenson hosts winery tours which include sampling the fruit of his labours with Irish artisan cheeses and chocolates.

Brett works three separate 500 kg batches of all-Irish fruit – strawberries, raspberries and blackcurrants – taking around four and a half hours to fill one container with macerate at the company's Mónéir Wines-branded facility in Newtownmountkennedy's Enterprise Centre.



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- County Wicklow Partnership <https://www.wicklowpartnership.ie/>

County Wicklow Community Partnership CLG is a local development company which delivers a range of services supporting individuals and communities in the county. County Wicklow Partnership is a member of the Irish Local Development Network (ILDN). It endeavours to deliver their programmes to those who need them most at this time, while also maintaining the safety of County Wicklow Partnership staff. It aims to foster change in the county by supporting the social, cultural, economic and environmental well-being of individuals, families, groups and communities in County Wicklow.

- Wicklow Naturally <https://wicklownaturally.ie/>

Wicklow Naturally is a local brand campaign which highlights “sustainability, best practice, authenticity” and “the highest quality of food and drink products” in Wicklow. County Wicklow has been unearthing its food and drink story through its ‘Wicklow Naturally’ campaign. Wicklow Naturally supports the growth of the Wicklow food and drink industry by encouraging the talent of these hard working people, developing a strong talent pipeline and enhancing knowledge and skills through networking and training.

### Field visit B

- K2Alpacas <https://k2alpacas.ie/>

Owned by Joe Phelan, K2 Alpacas are based in Wicklow, the garden county of Ireland. They are centrally located to all the major attractions in Wicklow, including many scenic walks and bike trails. The farm has an abundance of wildlife, with self-catering cottages which are modern yet retain the farm’s original character. Joe loves blending the old with the new.

The alpacas are part of the family there. They know each one individually, their personalities, their moods. Joe bought the farm for his alpacas as it is ideal for them with its open spaces, scenic views and lovely walks. For visitors there are walks and trails on and off the farm that bring you in close contact with nature.

- Kilmullen Farm <https://kilmullenfarm.ie/>

In Newcastle, County Wicklow, Margaret Hctor lives with her husband Eamon Bourke and their children Samuel and Eleanore at Kilmullen Farm. This 150-acre farm produces over 300 of the finest and tastiest lowland flock Wicklow has to offer. The family has diversified their farm to also produce beautifully tasting apple juice, seasonal sweet corn and to run a full livery business. Their succulent lamb is reared on the family farm where they are free to graze and roam the beautiful Wicklow countryside. It’s at Kilmullen where the family ensure that the diet and welfare of their lambs are of the utmost importance.

All of the lambs at Kilmullen Farm are fed with clover and grass. In addition, what gives these lambs their distinctive flavour is the wild mint, wild garlic and other wild herbs which the lambs graze on in the hedgerows, allowing for full traceability. These wild herbs give the lambs better texture and a divine taste. The lambs are also left to graze in the orchard for the windfalls and left over sweet corn so their diet is all that is natural and unique to Kilmullen. They sell directly from the farm, online and through farmers markets because they get to meet and know their customers.





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- Carraig Dúlra <https://www.dulra.org/>

Carraig Dúlra is a family-owned social enterprise dedicated to providing education, experiences, and connections related to sustainable living. These subjects are shared through hands-on courses, local and national partnerships, and outreach projects in County Wicklow and beyond. Each initiative is linked to helping people develop and maintain a connection to their community and to the natural world, so that we can live more justly, healthily and sustainably into a resilient future. Carraig Dúlra are based on an organic certified smallholding and permaculture demonstration site near Glenealy village. By arrangement, they offer guided tours, visits and activities, where you can see small-scale organic production and permaculture principles in practice.

## Field visit C

- MERITS Innovation Thinkspace <https://www.merits.ie/>

MERITS is an innovation thinkspace hub created to support digital and technology innovation in the Mid-East region of Ireland (Kildare, Meath and Wicklow). At 40 minutes from Dublin city centre, MERITS are building the next-gen digital tech ventures, products and services to strengthen Ireland's position in the digital world.

MERITS is funded by Kildare County Council and Enterprise Ireland under the Regional Enterprise Development Fund (REFD). Their newly built hub is strategically located in the heart of Kildare, Naas. Adjacent to KCC offices, the MERITS building is spread over 1200 square metres and equipped with the latest tools and technologies to provide its members an immersive experience. From individual hot desks, office spaces and meeting rooms to conference suites, MERITS hub will meet all professional needs.

In addition to meeting MERITS Innovation Thinkspace, the field visit will count on various speakers (e.g. from the Head of Enterprise of Kildare County Council, Equine Innovation, Agri-Tech).

