



Aisling Flanagan

Velvet Cloud

This specialist sheep dairy product business was set up in 2015 by Aisling Flanagan on the farm owned by Aisling and her husband, Michael. The products include sheep's milk, cheese and yoghurt, sold under the Velvet Cloud brand. The farm was the first, and still is the only, sheep dairy farm in Ireland producing milk on a year-round basis. They provide consumers who are intolerant to dairy or are avoiding dairy, a natural alternative to cow dairy which is *still* dairy, but has a higher nutritional profile. They also provide chefs a unique grass fed, farm to fork, ingredient.

Aisling studied Agricultural Science in UCD and began her career with Bord Bia managing their offices in Italy and France. She then worked for HJ Heinz in Paris before returning to Ireland working in advertising for Ogilvy Ireland and then setting up a marketing training and consultancy business. In 2015 as food trends were changing she identified a market opportunity for a range of Irish sheep's milk dairy products.

In Ireland Velvet Cloud is now on sale in over 80 retail outlets, and enjoys a significant high end food service business, featuring on the menus of some of the best chefs in the country including five Michelin star restaurants. In 2016 Velvet Cloud was announced as Euro-Toque winners for Excellence & Innovation in Dairy and their sheep's milk has been awarded silver in the Blas nahÉireann awards.

The company is now exporting to London, and plans to develop exports further in the UK and to commence exporting to the UAE.

www.velvetcloud.ie

