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CAROL BANAHAN

Carol's Stock Market



Carol Banahan left her job as a stock trader in Canada to make hand-made stock back home in Ireland.

Carol lived in Canada for 29 years, spending more than 25 years working in the financial industry. Before she retired in 2014, her last position was Head of Equity Trading at RBC PH&N Investment Management.

She decided to retire in order to move back home to Ireland and pursue some other passions in life – including starting a food business. The Dubliner ended up living in Donegal and setting up a new business – Carol's Stock Market – in Derry.

“My husband and I had a very deep yearning to move back home to spend more time with family and friends and be part of Irish life and society again. We used to come home every year, but it was always a very long journey and we never wanted to go back so we knew we would make the move permanent at some point,” says Carol.

Carol's husband is a therapeutic radiographer and a new cancer centre was

opening up at Altnagelvin Hospital in Derry and he wanted to be part of that team that was working on such an important cross border project. So, they decided on Donegal as their new home.

“I wanted to follow a passion for food and start a food business. I had no idea if I had what it took to be an entrepreneur, but I am absolutely loving it.”

Carol's business is the only traditional, hand-made, all-natural stock available in Ireland. She manufactures a range of cooking stocks, bone broth and gravy. All products are manufactured in-house at their purpose-built facility in Derry.

While Carol's business is thriving, she admits that it is never easy to start a business – especially if you have been living out of the country for so long.

“It is never easy starting a business. I think the food business in particular is notoriously difficult. There were so many hills to climb but you just take one challenge at a time and find solutions to move to the next stage.”

Carol says the biggest challenge for her starting out was a lack of contacts. She was missing that network that you might have built over years when living in a country.

“When I started out, I knew nobody. I did not know where to start and I was basically starting from zero. I also live in rural Donegal, so I don't have access to the same facilities you would have in a larger city. The Back for Business programme was crucial for me in order to start building networks and to access advice on building a business.”

Carol's business is going from strength to strength. In August 2020, Carol moved into a brand new purpose-built production premises, launched 3 new products to add to her current range and added three new staff members including a Production Manager. Carol is currently working with a major retailer with regard to a supply partnership and is the process of further upscaling equipment and staff to meet growing demand.



POSITION

Founder and CEO

WHAT WE DO

We make the only traditional, hand-made, all-natural stock available in Ireland.

CONTACT US

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