



# Katie Sanderson

## White Mausu

### GOING FOR GROWTH PROFILE

**NAME:**  
Katie Sanderson

**BUSINESS**  
White Mausu

**POSITION**  
Founder

**WHAT WE DO**  
We make condiments you can't live without.

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Katie Sanderson was born in Hong Kong but moved to Ireland, where her mother is from, with her family when she started secondary school.

She met her partner Jasper O'Connor when both of them were working at The Fumbally and shared a love of cooking. They set up a restaurant in a boat shed in Connemara during their initial summers together where they used to make their version of rāyu, a type of Japanese chilli oil.

*"So many people were asking us about the rāyu and if they could buy it so it felt like a natural progression to bring it to the market," says Katie.*

White Mausu was formally set up in 2017 and now has three condiments on sale: Peanut Rāyu, Cashew Crunch and Black Bean Rāyu with plans to launch new products in early 2021.

The products are sold directly into shops as well as on the company's ecommerce site, set up during the Covid pandemic.

*"We also have a stall that we brought around to festivals but that is sleeping at the moment! However, when festivals start happening again, we will bring it out on the road again as it did help showcase the products," says Katie.*

Staff numbers have grown from two full-time at the start of Covid to five full-time and three part-time, with two more people joining the team in 2021. During the same time, it has grown its list of stockists from 200 to 450.

*"Covid allowed us to take stock and we finally launched into the UK, which we had been thinking about for so long. We also took on a sales person and that led to such an increase in demand, we had to increase the team."*

But there has also been another big change for Katie – she and Jasper and their child moved to Connemara.

*"I knew I didn't want to live in a city and when Covid hit, we decided to move between the two lockdowns. It has been so positive for the business. At the start of Going for Growth, everyone seems to be so determined about the direction of their business. I was unsure; I knew I wanted the business to grow but I wasn't sure about my work/life balance. Moving to Connemara means I have time now to run my business, be a mum and have a healthy balance," says Katie who adds that the company's warehouse is still in Glasnevin and its manufacturing plant is in Westmeath.*

Katie was on the 12th cycle of Going for Growth and found the support of the group – and particularly her Lead Entrepreneur, Chupi Sweetman Durney – invaluable.

*"Going for Growth allowed me to take a bird's eye view of the company and our lifestyle and think about what we wanted to for life and the business. I feel our group are like jigsaw pieces; we are all from different industries and background yet we all fit together really well. They are like extra family members who have your back and I feel like we will have business friendships for years to come."*

The aim now is to create new White Mausu products as well as add more products from other producers to the ecommerce site.

*"I am really excited for the future as we are going to focus on how our business can do good and be good as well as continue to grow. We are setting ourselves goals to bring down our emissions and switch to being fully organic."*

