



Denise Buckley

Sugar Plum Sweetery

Denise Buckley is the CEO and founder of Sugar Plum Sweetery – a chocolatier, confectionary & gifting brand launched in 2022. Sugar Plums is a magical curation of pick & mix confectionary and fresh handmade chocolate, with an array of beautifully presented gifting options for adults and kids alike. It's an online business with its shop and chocolate factory located in Mullingar. Their Master Chocolatiers make fresh chocolate by hand every day.

Entrepreneurial Mullingar woman Denise identified that there was a niche in the market for a unique online gifting brand and an experience driven store. It was always Denise's dream to set up a business that focused on helping customers find the perfect gift. Whether it's for close family, friends or colleagues, chocolate and sweets have such a broad appeal.

Denise's main focus is to develop Sugar Plum Sweetery into a national and international brand. Development of their Corporate Gifting category and the launch of their wholesale offering is a key priority for the company over the next 12 months.

Since launching just over half a year ago, Sugar Plum has grown their online audience to over 20,000 followers and have featured on RTE's The Late Late Show, 2FM, Ireland AM and in the Irish Independent and Irish Times. They have some of Ireland's largest companies as their corporate clients and also launched a Christmas popup offering in Kildare Village. They were also finalists in the National Enterprise Awards, National Digital Awards and the Fitout Awards.

www.SugarPlumSweetery.ie