



## Sofie Rooney

### Chimac

Since its launch in mid-2019, Chimac has become one of Ireland's most successful fast-casual restaurant concepts. Inspired by Korea's love affair with fried chicken, Chimac offers consumers a concise and original menu. Its focus is on offering a high welfare, high quality product at an accessible price point. While the initial location launched in the heart of Dublin city, Sofie and her co-founder Garret Fitzgerald opened a second location in Terenure, Dublin 6 in late 2022.

Prior to launching Chimac, Sofie worked both client and agency side in strategic marketing and branding roles across Ireland and the US.

Sofie developed and launched Chimac's retail brand during the pandemic to meet changing consumer needs and bring the brand into homes across Ireland. The range comprises three Korean inspired sauces with unique, punchy flavours. Developed in the kitchen of the original Chimac restaurant, each of the sauces has been tried and tested on hundreds and thousands of consumers who have dined there.

Manufactured in Ireland, the retail sauces are sold both online and offline, direct to consumers but also to more than 300 retailers in the UK and Ireland, as well as secondary European markets such as Spain, Germany, Brussels and France.

Moving forward, the business is focused on further establishing the brand in Ireland and the UK and scaling its production capacity considerably. Chimac also looks to continue to drive business in both current restaurant locations and potentially secure a third.

[www.chimac.ie](http://www.chimac.ie)