



# Anne-Marie Flanagan

## Wild Atlantic Wicks

Anne-Marie Flanagan is the co-founder of Wild Atlantic Wicks, a candle brand based in Co. Galway, alongside her business partner Eimear O'Connor. What started out at the 'kitchen table' during COVID has become a thriving business with over 70 stockists throughout Ireland and has featured in the gift guides of several newspapers and magazines. In a very saturated candle market, they wanted their candles to be different, which is why they incorporated beautiful messages along with the Irish language.

When they launched their first product in their local pharmacy in Craughwell, it quickly became clear that they had something unique to add to the market, as wholesale orders started to flood in.

After graduating with a BA in English and Irish literature, Anne-Marie first worked in the media industry and then went on to set up a successful recruitment consultancy in London. She moved back to Ireland in 2015 and worked freelance. Her previous business experience gave her the confidence to set up a new company in an industry sector that she had not worked in previously. With the help of the Galway LEO, Wild Atlantic Wicks has grown into a very successful business.

*"Being a participant in Starting Strong has enabled me to look at so many new avenues for developing the brand," explains Anne-Marie. "Marissa Carter has been an exceptional Lead Entrepreneur. Her knowledge, guidance and all-round inspiration are incredible! This has provided a great platform to continue to grow in Ireland and overseas, and to fulfil our objective of becoming one of the most recognisable candle brands in Ireland."*

**[www.wildatlanticwicks.com](http://www.wildatlanticwicks.com)**