



THE INNOVATION JOURNEY:

Aisling Kelly Hunter, is proprietor of WBs Coffee House, a thriving establishment nestled in Sligo Town and married to an Oyster farmer. Established in 2018, Aisling identified the untapped opportunity that is 'Sligo Oyster Experience'. Sligo Oyster Experience offers visitors a guided tour through Sligo town, culminating in a delightful serving of freshly shucked oysters sourced directly from her husband's oyster farm, savoured at the purpose-built oyster bar within the café.



Building upon the success of Sligo tours, the business was expanded in 2020 to include the introduction of Sligo Oyster Farm Tours. Recognising an increasing demand and eager to offer a more immersive experience, Aisling devised farm tours, granting visitors a first-hand insight into the entire oyster cultivation process, from inception to harvest.

THE INNOVATION IMPACT:

Aisling sought to tap into the intersection between food and tourism, aspiring to illuminate the complexities of oyster cultivation and the labour behind it. Aisling's entrepreneurial acumen extends beyond mere profit, as she is committed to fostering economic sustainability, while championing environmental conservation and preserving local cultural heritage.

Through her endeavours, she not only entices tourists to the opportunities, but safeguards traditional fishing practices. Aisling extended the Sligo Oyster experience further in opening a shop, which supplies a selection of their produce as well as crafts and books.



The Sligo Oyster Experience has been named on GoAdventure as one of the top 10 food experiences in Ireland.

USEFUL LINKS

<https://sligooystereperience.ie/>
[Sligo Oyster Experience](#)
[Sligooysters](#)