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**PRESS RELEASE**

**Success of Irish Website in Oz To Lead to Bricks & Mortar Expansion**

**Hamper Company Irishify.com To Explore Retail Options**

Irishify.com, a website selling hampers of goods popular in Ireland, has proven such a hit amongst the Irish diaspora in Australia that the company are exploring bricks & mortar retail options across the country.

The website's launch coincided with the start of the coronavirus pandemic in 2020 and led to a flurry of orders from Irish-born customers in Australian, who were unable to travel home due to restrictions.

"While sales to the United States and Canada are really good, Australia has proven to be our main market," explains co-founder, Paddy Casey. "Initially, we considered an Antipodean distribution hub, but demand is so high we are exploring retail options in the likes of Sydney, Melbourne and Perth."

Over 11 per cent of the Irish diaspora reside in Australia, while the 2016 Census recorded 74,888 Irish-born people in Australia. Furthermore, over 2 million Australians declared they had Irish ancestry alone or in combination with another ancestry in the 2011 Census.

Meanwhile, the company is also exploring trade in the opposite direction. "One of our colleagues in our HQ in Ireland is from Brisbane and he really misses his home comforts like Tim Tams and Vegemite!" laughs Casey. "He brought some stuff back after his last visit home and we enjoyed some Twisties and Smith's chips. So, we're also considering hampers full of goodies from Down Under for Australians living in Ireland and the UK."

Irishify.com orders take three working days from Ireland to Australia, with delivery via DHL starting at €19.99.

**ENDS**

**1st September 2021**

**For further information:**

**phone: + 353 85 169 4607**

**email: hello@irishify.com**

**website: www.irishify.com**

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