

# From a Market Stall to a Shop



## 3 Kitchens

Volunteer • Seek Employment • Become an Entrepreneur

**Stella Venturi**  
**Italian food business owner**  
**now living in Ireland**

**Business Name**  
Pasta Fresca

**Country**  
Ireland

**Find out more**  
<https://pastafrescasligo.com/>



### My Story

I arrived in Ireland 14 years ago from Florence. My background in Italy was as a pastry chef, but I did other jobs when I arrived in Ireland. My mother sent over a pasta maker one Christmas, and I started experimenting making pasta. I noticed a gap in the market for authentic Italian Pasta and sauces, so I started selling our products at the local farmers' markets. They were so popular that we decided to open a shop.

### Motivation

I missed Italy and my Grandmother's cooking. Having my own pasta shop reminds me of home. Food is an important part of my cultural heritage, and I love experimenting with recipes and hearing what my customers think.

*Originally from Italy, the food I cook is inspired by my Grandmother's recipes. They remind me of my childhood and home comforts. After two years of selling my sauces and pasta at markets around the country, I opened the doors to the Pasta Fresca (pasta shop) in September 2022.*



## Challenges

**Setting up a shop:** It was a huge step going from a market stall to a bricks and mortar shop. We found a lovely premises in Sligo, but it needed a lot of work to get it to look like we wanted it to look. Our family were wonderful, and they helped us so much.

**Not much time off:** My husband David works with me in the shop, but I cook everything myself. This can be a lot of hard work, and a lot of hours. We open the shop from Wednesday to Saturday, but when we aren't here, we are always thinking about our recipes and what we will try next.

## What learning can you share?



**Have confidence in your products.** If you have confidence, if you think your product is good, and you have faith in what you're doing, just keep plugging away at it and hopefully things work out.

**Use your skills.** I started cooking from a very young age with my grandmother and my family in general. I worked in food businesses since I was 19 and I developed a love for everything food related. Through the years I have worked as an ice-cream maker, a chef and a baker!

**Value your customers and ask for feedback.** Listen to what your customers say and what feedback they have and grow your business slowly.

**Don't give up.** Keep thinking about the next product, or what you can add to your business. My shop offers a variety of Italian dishes, it's been referred to as a little slice of Italy, in the heart of Sligo Town.

**Use local products.** I try to use local products whenever I can. It's great to be able to support other local food producers, and it's better for the environment and local economy.

## What are your Future Plans?

I've just started offering pasta making classes. This came about after I was featured on Neven Maguire's television show, and there was such interest in my products that I now teach people how to make their own pasta.

Read more about Stella and the **Pasta Fresca** Interview for 3Kitchens | [The Momentum Blog](#)

Follow Stella's Journey Visit her [website](#)



Co-funded by  
the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them