

Hot under the collar to ice cool

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Frustration sparked a successful idea for 'mumpreneur' Alexandra Wardle.

When first-time mother Alexandra Wardle casually mentioned on the phone to her husband, a navy man on assignment in Iraq, that she planned to design "upside down icecube trays" to store baby food, he didn't take it too seriously.

But Wardle was so frazzled by her old containers constantly splitting, that eight months after her son Tyler was born, she found herself on a factory floor in Perth, pushing a pram around and asking how plastic products were made.

Wardle said struggling to get baby food out of dodgy containers might not sound like a big deal, but "when you're tired and hormonal, it's a really big thing".

Four years, and one baby later, Wardle has been named as one of five winners in Telstra's Victorian Business Woman of the Year.

"If you'd told me a year ago I'd be here I wouldn't have believed it," she said, while accepting the Business Innovation Award this afternoon.

"I had a little project and I thought I'd design this thing and I had no idea of the scope I was actually getting myself into."

After a steep learning curve, Wardle says her product, which she describes as "[Qubies](#) — for boobies and beyond" is now flourishing with Toy 'R' Us coming on board later this year.