



EmpowerHer

Empower Women Entrepreneurs

CASE STUDY



Case study: Juselia Mahler
Country: Austria



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passion of hers and about one year ago, she opened her own café, Mahler's Café – Casa da Vovó, in Graz.



After her mother's passing, Juselia wanted to honour her mother's memory by recreating that same warmth in Graz that she experienced through her mother's hospitality. The name "Casa da Vovó" means grandmother's house and is a tribute to her mother Jurema and the spirit of Mahler's Café in Brazil.

Success in Emigration:

The story of Juselia Mahler

From Brazil to Graz: Mahler's Café – Casa da Vovó

In the heart of Graz, a small café radiates the warmth and flavours of Brazil, offering more than just food.

The café's owner, Juselia Mahler, is married to an Austrian, has one son and two daughters and arrived in Austria about eight years ago. Here, she built a new life while always making sure to keep her Brazilian roots and ties to her family strong.

Juselia has been working in the health sector for several years, which is a

Hospitality in her blood

Her inspiration for the café comes from her mother, Oma Jurema, who was a cook for over 40 years and whose home was always a haven of care and delicious food. "No one ever left hungry from her house", Juselia recalls. Juselia later came up with the idea to open a small café in her town in Brazil, calling it called Mahler's Café, where she would serve Austrian specialities which she got to know while visiting Austria.



Mahler's Café – Casa da Vovó offers Brazilian food, drinks, and music. The food is prepared off-site and brought into the café, ensuring that every dish carries the tradition of Brazilian cuisine. But Mahler's Café is more than just a place to eat – it is a space where Brazilian hospitality and Austrian community blend together and create something bigger: „I wanted to bring a feeling of community,



where people come as guests and leave as friends”, Juselia says. The café is small, but filled with affection and the joy of shared experiences, sometimes even hosting parties.



Challenges

However, starting a business in a new country came with its share of challenges or Juselia: bureaucracy, legislation, different cultural norms, and new people. Yet, Juselia never felt that being a migrant was a barrier. “I was lucky to have a lot of help from my husband, as well as friends and family,” she says. A close friend who helped in researching all the necessary steps was also invaluable in navigating the process. Similarly, her older sister has always been a great help and

protects her in all situations, even if she lives far away in their native Brazil.

For Juselia, being a woman entrepreneur means turning difficulties into strength and building something new with genuineness and a big heart. She hopes to inspire other women to believe in the value of their stories and to create meaningful things or spaces, even with limited resources.

Juselia’s vision for her café’s future is to continue managing it with authenticity, expanding the café’s opening hours, and deepening its role as a cultural hub in Graz.



If you would like to learn more about Mahler’s Café – Casa da Vovó you can visit their website: www.mahlerscafecasadaovovo.store

