

Introduction

My name is Evy O'Brien. I have lived in Greece, NY for 25 years and run a Home Baking Business "Sweet Tastes". I started the business to meet the needs of people wanting a fresh Homemade bake goods for any size occasion from small group gatherings to large weddings. I started my business so I could share my love of baking and creative ideas for cake decorations in hope to bring joy to people.

Products & Services

Sweet Tastes specializes in decorated cakes and cupcakes flavors such as carrot, peanut butter, raspberry white chocolate, and of course my award winning Chocolate Cappuccino Torte! We offer scrumptious cookies, biscotti, cupcakes, cookie cakes, cannoli, and wedding cakes. Future endeavors to include Italian breads and bagels! My products will be nicely packaged with option for gifting in beautiful decorative boxes.

Certification

I can have a copy of my DBA and Certificate from NY State Health Department Safe Certified available for display. My bakery is subject to all food safe practices and inspections for compliance.

The Market

Sweet Tastes expects regular loyal customer base with my quality baked confections. My company will build a strong market position in the village of Brockport with mild to no competitive climate in the area. Sweet Tastes will offer baked goods at competitive prices to meet all incomes in the local market area for residents, students, and tourists. I would also like the opportunity to supply new and established businesses in the area with fresh baked products for their customers to enjoy.

Area Impact

Sweet Tastes will have very little negative impact on the community with trash/waste generation since the product will be prepackaged and sold for off-site consumption. Any product reaching its shelf life will be donated to local churches or charities. The hours of operation will be during normal day business hours. I will start on a part time basis working around my current job at Brockport University and will be open some days Monday – Sunday. There is ample parking for customers and will not need to have deliveries since all products will be moved in or out by myself. I hope to advertise my business in the new area through local papers and flyers at other local businesses, Brockport University and word of mouth from satisfied customers.

Thank you,
Evy O'Brien