



From Scratch: A Business Story (Volume 1)

Steve Macleod, Craig Rutkunas

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Two sisters, two countertop mixers and one pizza oven would seem like a strange mix, but it turned out to be the perfect recipe. Not everyone who heard Jodi Willoughby and Carlyne McIntyre Jackson's plan to open a bake shop offering only two items was sweet on the idea. Regardless, the sisters took family recipes and opened Crave Cookies and Cupcakes. They have since expanded the original store and opened six new locations, but the journey hasn't always been a smooth one. From broken mixers to reluctant suppliers, the sisters faced many challenges. Jodi and Carlyne have overcome the obstacles and built a base of fanatical customers by offering single-serving desserts baked from scratch every day using fresh ingredients. This is their business story. A Business Story features entrepreneurs and the businesses they're building through short, inspiring, original works.

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