



Client Spotlight

Taking Stock Foods, LLC

Former chefs Molly Clark and Maddy Kaudy are the co-founders of Taking Stock Foods (TSF). Molly, the Marketing and Sales Manager, is a big picture thinker. Maddy, the Finance and Operations Manager, is precise and pays attention to detail. Their skill sets complement each other well, resulting in a strong founder base structure with an ideal skill set. Molly has also served on the Minnesota Department of Agriculture New Markets Advisory Team since 2015.

The customer problem is that there is an “honesty gap” in organic consumer packaged goods that leads to lack of consumer trust. This occurs when a brand makes claims that are unsubstantiated in reality. Consumers, especially millennials, are in search of transparency in their food purchase decisions. One, bone broths are cooked much longer than regular broths, yielding a higher nutrient content. While a bone broth on the market might be certified organic, there is no guarantee of animal welfare or the use of high-quality vegetables, 2. creating an opportunity for the development of a fully transparent sourcing model that meets growing consumer demand for food traceability.

The solution is Taking Stock Foods sources ingredients transparently and uses raw and fresh organic ingredients in a slow cooking process, yielding nutrition and outstanding flavor in a trustworthy set of products. Owning the entirety of the sourcing process, TSF is uniquely positioned to provide a new level of consistency and honesty unparalleled in the bone broth industry. The high ingredient quality combined with the use of proprietary chef-developed recipes directly translates into the best tasting bone broth on

the market. Product/Services Taking Stock Foods makes 3 flavors of organic chicken bone broths, sold in 16-ounce, resealable pouches that are microwave safe and have a shelf life of 18 months.

The founding team reached out to the Twin Cities Metro Small Business Development Center, hosted by the University of St. Thomas in June, 2017. Working with one of the professional business consultants, over the course of 15 hours, the team created cashflow projections and a breakeven analysis.

Taking Stock Foods, now sells bone broth wholesale to 130+ stores in the upper Midwest, such as Whole Foods Markets, Kowalski’s, Lunds & Byerly’s and grocery co-operatives. Additionally, products are available direct to consumers on ecommerce platforms such as Amazon, and soon Walmart Marketplace. Traction gained with the execution of the ecommerce marketing strategy will allow Taking Stock Foods to activate distribution centers in new regions, expanding retail reach.

An ingredients manufacturer produces Taking Stock Foods’ USDA certified organic, proprietary recipe bone broths, and a canning/retort manufacturer safely packages the broths into resealable, stand-up, microwave-safe pouches. Two warehouse partners then store and handle fulfillment for both retail and direct consumers. Taking Stock Foods places, a high value on the preservation of these business relationships.

To develop better distribution and operation strategies, the team at Taking Stocks Food, LLC, enrolled in the SBDC’s Community Entrepreneurship Program, a 10-month comprehensive business education and mentorship opportunity in Fall, 2023 and continues to engage with mentors and University of St. Thomas students to scale the business and reach their growth goals.

In 2023, the Minnesota SBDC Network helped the Twin Cities Region businesses start, manage and grow.

By the numbers:



432

Unique clients served



1,166

Jobs supported



8

New businesses started



\$3M

Capital infused



3,364

Total hours of consulting services



31%

Pre-venture clients



69%

In-business clients

Twin Cities Region

Small Business Development Center

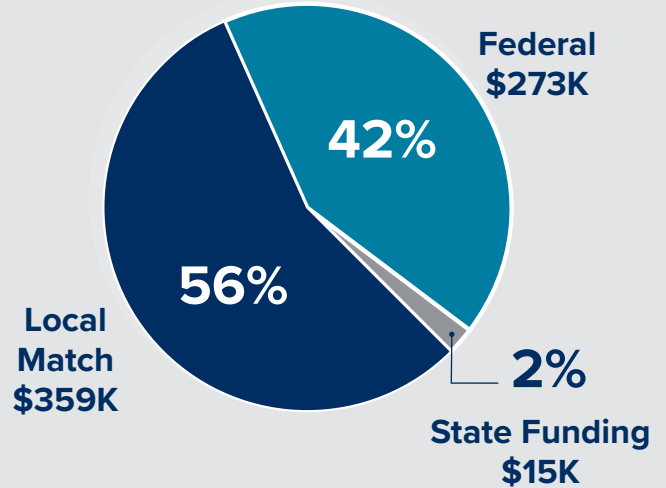


Partners in Success

Our partners share in the vision for Minnesota's business success and recognize the positive relationship between nurturing small businesses and the well-being of their communities, regions, and the state. Funding for the program comes from the U.S. Small Business Administration, the Minnesota Department of Employment and Economic Development, and our most important local partners—the institutions of higher learning that host our regional centers.

Other local funding partners include many community lenders, economic development organizations, corporate donors, and private individuals. We're so grateful for their incredible continuing commitment to this program. Together, we are helping businesses start, grow, and succeed.

2023 Funding



HOST INSTITUTION



TWIN CITIES REGION

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<https://business.stthomas.edu/centers-institutes/small-business-development/>

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