

Maryann Kmet

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First Name	Maryann
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Email	mjkmet@gmail.com
Phone Number	(414) 975-0262
Business Name	The Ladle Lady Soups and Catering
Business Website (If applicable)	www.theladlelady.com
List your business social media links	https://www.facebook.com/TheLadleLady https://www.instagram.com/the_ladle_lady/
1. What do you sell?	Soups, salads, and ready made meals
2. Why do people need this?	During this difficult time we live in, The Ladle Lady offers heat and serve style meals for the whole family to save the stress of meal prep. Having a background in health and fitness, I strive to provide hearty and delicious meals with your nutrition and health in the forefront.
3. What makes your product or service unique?	We change our menu weekly offering new and inspired menu items, as well as customized items. Customers are able to order up to order meals and soups up to a week in advance leaving their week worry free in terms of meal prep. I have many customers who have very strict dietary restrictions and take those in to account when preparing the menu.
4. How do you market your business?	Since day one, The Ladle Lady has been marketed through organic word of mouth and social media. Recently we have utilized farmer's markets and food festivals to spread the word. Since we are strictly delivery based and don't reside in a brick and mortar, it has been even more critical to maintain a following in digital marketing and word of mouth.
5. Why would potential partners invest in your business?	Because it has great potential for expanded menus, hours and better integrated delivery.
6. Do you have employees?	Currently I have one part time delivery person with increased demand for delivery.
7. Where do you see your business in 2 years?	I see the Ladle Lady expanding product availability to retail stores to expand the Ladle Lady "presence" in the greater Milwaukee area. I would offer more grab and go options so that customers can have ready made meals that are healthy and hearty, and also supporting the commerce of local retailers in the greater Milwaukee area.
8. Does your business operate out of a brick and mortar building?	Currently we are solely delivery only.
9. Have you had a successful business before?	This is my first business endeavor.
10. If you won the Dolphin Pool, how would you use the prize money?	I would use the prize money for potentially investing in a brick and mortar, or increased capacity for delivery such as hiring more delivery drivers and investment in delivery vehicles.

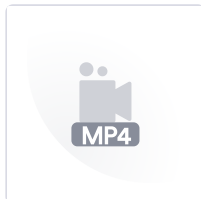
11. Is your business registered with the State of Wisconsin?

Yes

12. How long have you been in business?

1.5 years

13a. Upload your 1.5-2 minute video.



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