

Amanda Santoro

Submission Date
August 22, 2020 14:21

First Name	Amanda
Last Name	Santoro
Email	info@littlefoods.com
Phone Number	(262) 490-6825
Business Name	Little Food Company
Business Website (If applicable)	www.LittleFood.co
List your business social media links	www.facebook.com/eatlittlefood www.instagram.com/eatlittlefood
1. What do you sell?	Handcrafted plant-based organic baby food
2. Why do people need this?	Nutrition is vitally important during the first years of life as it directly impacts baby's overall health, physical growth & cognitive development. Mother's today are more educated than ever before, the majority are employed while raising their young children. Many value the benefits of homemade baby food but don't have time to make their own. The Little Food Co caters to the desires of families who want the best for their babies by handcrafting purees featuring locally sourced organic produce.
3. What makes your product or service unique?	Little Food Co's bold & unique recipes are designed to expand the baby's palate, exposing their tastebuds to a variety of flavors from a very early age. Research has proven this to be beneficial in preventing picky eaters down the road. We eliminate mealtime stress by providing convenient & flavorful purees parents feel good about feeding their baby. Founded by a registered nurse who is also a mother of four, Little Food Co is a child's first step towards a lifetime of healthy eating habits.
4. How do you market your business?	The Little Food Co has taken a grass roots approach to marketing by participating at local farmers markets, being active on social media and partnering with natural grocery stores. This summer we're proud to be a vendor at the Shorewood Farmers Market and launch our baby food at Outpost Natural Food Co-Ops 4 Milwaukee area locations. We value connecting with organizations that foster & support local entrepreneurship. We'd be honored to be chosen for the RiverWorks Dolphin Pool pitch contest.
5. Why would potential partners invest in your business?	The Little Food Co's roadmap for growth starts here in Wisconsin by building brand awareness and momentum. We have strategic plans to expand distribution beyond the Midwest region to reach our target consumers. To achieve this growth, we are optimizing production & operations at our dedicated facility to ensure efficiency and product quality. Our goal is to scale the Little Food Co to a level at which it would be positioned for acquisition to reach national distribution.
6. Do you have employees?	Yes, Little Food Co has 1 full-time employee and 3 part-time employees.
7. Where do you see your business in 2 years?	In 2 years, the Little Food Co will have an expanded line of products offering convenient & healthy meals for children of any age. We will have achieved successful distribution in the Midwest and target market regions along the East & West coast.
8. Does your business operate out	Yes, we have a dedicated commercial kitchen that is FDA/State of Wisconsin

of a brick and mortar building?

inspected and licensed. Little Food Co is proud to be the first plant-based allergen free baby food company.

9. Have you had a successful business before?

No

10. If you won the Dolphin Pool, how would you use the prize money?

The Dolphin Pool pitch contest award would have a tremendous impact on the Little Food Co. The prize money would be used towards the purchase of equipment that will exponentially increase our production efficiency, an essential component to scale our business for expansive distribution & growth.

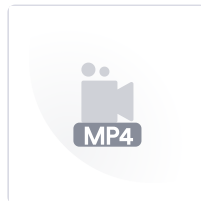
11. Is your business registered with the State of Wisconsin?

Yes

12. How long have you been in business?

3

13a. Upload your 1.5-2 minute video.



[Jake's Story - Little Foods.mp4](#)