

CELEBRATING SUCCESS



Itsy Bitsy Bakeshop

Amy Barr

Started June 2009

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<http://www.itsybitsybakeshop.com>

Little Bites, Big Yum!

Itsy Bitsy Bakeshop owner Amy Barr was inspired to start baking by the home-made “edible works of art” of her grandmother and aunt as a child.

"Everyone knows the best part of a birthday party is the cake." Amy says. **"It wasn't very long before I was taking cake decorating lessons and baking up a storm. It was my dream to turn my passion into a career."** In 2009, Amy decided to make her business idea a reality and the Itsy Bitsy Bakeshop opened for business online.

The result is a menu filled with home-baked treats made with inspired, creative recipes and fresh ingredients. Her cupcakes come in a range of fun, unique flavors ranging from old fashioned chocolate to more adventurous choices like lemon meringue better-than-pie and snickerdoodle.

Amy is licensed to bake her cupcakes out of her home and they are available by special order at her website. If you need a quick fix, you can find her cupcake lollies, miniature cupcakes dipped in chocolate, at La Belle Maison, a gift shop in downtown Salem. In the future, look for cupcakes to be sold there as well. She also offers beautiful, one-of-a-kind, custom decorations for special occasions like baby showers, parties, and weddings. Amy explains, **"I really like creating something interesting for the customers."** The shop started out with one order per week, but after a promotional event at La Belle Maison, business has taken off.

History

Amy has a background in event planning on college campuses. While working at Mount Holyoke College, she taught a series of cake decorating classes to other staff at brown bag lunch events. When she moved to Oregon in 2008, she saw the fresh start in a new place as a great opportunity to launch her business.

Partnership with MERIT: "I learned something helpful every day"

Amy's main obstacle to starting her business was her concern about the risk. **"Honestly, my greatest challenge has been myself! I knew I had a great idea, but I had a bout of cold feet that kept me from diving in,"** she says. Amy benefited from the training, support, and networking opportunities presented by the MERIT class. **"I walked in the door knowing a lot about baking and decorating, and next to nothing about business. I walked out armed with a wealth of knowledge and the confidence to get started."** The MERIT class discussions on business financing and keeping overhead costs down helped her reach the decision to start her business out of her home and work her way toward eventually opening a physical location. Says Amy, **"I finally found a way to get started without committing more than I was comfortable with, and things are going really well."**



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