



**Pauline Shipley**

## **Pauline's Magic Sauces**

***Mt. Shasta, CA.***

**"JEDI helped me develop my brochure and mission statement. Now I'm in stores from Yreka to Vallejo."**



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## **Pauline's Sauces Disappear Like Magic**

"I love to cook and my friends all encouraged me to do something with the recipes of mine that they loved," reflects Pauline Shipley, owner of Pauline's Magic Sauces from Mount Shasta and former owner of Lily's Restaurant in Mt. Shasta. "I wasn't interested in opening another restaurant, so they encouraged me to bottle my sauces."

It was just earlier this year that Shipley started experimenting with different recipes and took JEDI's "It's Your Business" class. Through the class she developed a solid business plan and defined her market niche. The other participants in the class were encouraged and helped her with taste testing and feedback for her market research.

Next she developed her brochure and business cards so she would look professional and get into the stores. The mission statement she developed in the class sums up what she is helping people do *"Transform an ordinary meal into an extraordinary feast!"* That statement is in her brochure and on every label.

Chris Giallongo also put her in touch with various people in the food manufacturing business. One of these was Debra Wilmot, Food Manufacturing Consultant, located at the Siskiyou Economic Development Council. She was essential in the actual development of the products, the label essentials, and getting through the months of licensing requirements with the State of California.

Ms. Wilmont also organized the Country Store this year at the Siskiyou Golden Fair which turned out to be a tremendous success for local people producing food and other items. The Country Store was sponsored by many local businesses and agencies such as Great Northern Corporation, JEDI, Siskiyou County Economic Development Council, Stidham Trucking and Virginia Baker.

"After all of the hard work and with the help of talented people in this community, I am now licensed by the State of California and selling sauces at farmer's markets, local stores, and stores in Redding, Chico, Walnut Creek, Benicia, Vallejo, and Napa." Her line has expanded from three sauces to seven. They include: Blackberry Vinaigrette, Mango Chutney, Thai Peanut Sauce, Orange Sesame Dressing, Honey Mustard Dressing, Szechwan Barbeque Sauce and Calafia Tapanade.

Congratulations, Pauline. Keep up the good work!

*-JEDI Bottomline Newsletter, Jan. 2002*