

Going Global – Flows Tasty Treats

While [Flows Tasty Treats](#) might be classified as an SBE - a Small Business Enterprise - there is nothing small about this company's big ambitions!

Twenty-two years ago, when company founder Florence Dennis first emigrated to the United States from her home in Ghana, she noticed that other immigrants often introduced their native menu into the American cuisine. But she did not see a significant influx of African foods into the American diet. Nonetheless, she believed this was a country where dreams come true and where perseverance and hard work pay off. And with that in mind, she set out to give back to her community through food!

Believing in herself and her product, Florence named her company Flows Tasty Treats and began selling her flagship product - a combination of roasted corn and peanuts -that is delicious and healthy, along with three flavors of coconut chips. Her BIG vision and her determination to create a mainstream product never flagged.

But she knew that accomplishing her vision for success as a woman business owner would require the help and expertise of others. She began first in 2017 by selling in a handful of local African grocery stores as a way of gaining attention and growing a loyal customer base.

However, she was determined to broaden the distribution strategy! That is when she tapped into the STEP program. Through the efforts of the staff there, Florence was able to gain critical feedback regarding which countries would be good export targets, including Canada and the United Kingdom (UK). Their guidance enabled Florence to grow the company and validated the quality of her product and the reality of her goals.

Today Flows Tasty Treats are on Costco shelves and discussions are taking place with other international wholesalers!

Florence has taken full advantage of these extraordinary opportunities by adding more flavors, drastically upgrading her marketing materials and packaging with an international flair. The website, too, will undergo reconstruction in response to demand worldwide as the sales opportunities continue to expand! All of these will be showcased at her exhibit at the upcoming Sweet and Snacks Show where her samples will generate excitement and enthusiasm.

But Florence isn't focused only on profits.

She has never forgotten all the helping hands that contributed, and continue to contribute, to the company's brand success. She reflects on the impact of the woman who guided her and enabled her to apply for, and attend, college; she reflects on the Newark community and its struggles as she employs local residents; she reflects on the importance of an education as she reaches out to give others opportunities through her charitable scholarship fund that is built on the basis of a \$1 contribution given for every Impact Box sold. In short, Florence is a true giver and is proud to come forward and help those who are less fortunate.

"I have learned to juggle the responsibilities of raising my son, founding an international food company, and holding down a full-time job. I want to help others achieve their ambitions as well!"