



## Let Us Help Ignite YOUR Future By Connecting the Pieces

What Sebrina started as a hobby began to find its niche and seasonal following of customers for Bite Me Confections' amazing marshmallow creations. Sebrina saw this budding business and potential for her next adventure.

Her sister encouraged her to participate in The GAUNTLET to learn business basics. Upon enrolling, she learned that it was much more, offering endless opportunities and resources.

Since The GAUNTLET, Bite Me Confections has successfully gained a stronger social media presence, purchased an enrober, created a website, and sold over \$10,000 in marshmallows in 2022 all while teaching full time. 2022 Dickens of Christmas sales surpassed 2021 Christmas sales. The company has projected gross sales for 2023-2024 to be \$15,000.

Check out all the "Om Nom Nom" and "Slap Yo Mama" flavors at [bitemeconfections.com](https://bitemeconfections.com).

## Bite Me Confections

2022 Alumni of the GAUNTLET

**"I have met some incredible people & have had amazing support inside The GAUNTLET community."**

– Sebrina Ruth-Cooper, Owner

# WE CAN HELP GET YOU THERE

Envision - Engage - Accelerate



## WHERE IT STARTED

- Sebrina Ruth-Cooper started Bite Me Confections over 10 years ago as a hobby selling at Dickens of a Christmas each year.
- She began gaining regular returning customers. Christmas of 2021 was her best year in sales.
- She decided to take her hobby and turn it into a business as this would be the perfect business to delve into before retirement.

## WHAT HAPPENED

- Sebrina joined the GAUNTLET after her sister told her about the program.
- She joined thinking it was only a business class and after several classes, she realized there was a competition as well.
- Annette inspired her to enter the competition and she is so glad she did. She met so many amazing people and had such great support with The GAUNTLET.

## WHAT NOW & NEXT

- Since The GAUNTLET, Sebrina has:
- Participated in numerous vendor shows.
  - Been featured on a segment of WSL's Blue Ridge Bites (pictured above).
  - Partnered with other alum for pop-ups, events, and collaborative promotions.
  - Increased brand and product awareness as well as customer base.
  - Created a website and gained momentum for 2023.
  - Projected to increase its gross sales by an additional 50% in 2023-2024.