

A Sweet Success



Corry Eagler and Arelis Torres Sweet Pea Dessert

10 W. Baltimore Street
Greencastle, PA 17225
Franklin County

www.sweetpeagreencastle.wordpress.com

"I think it's funny that more people don't use the SBDC. People have great ideas for businesses, but they don't use the resources available to them."

-Corry Eagler

Industry: Dessert Shop

Year Founded: May 2010

SBDC Assistance: Market Research, Business Plan, Financial Projections

Additional Partners: Chamber of Commerce, Edward Jones



Shippensburg University SBDC

Mike Unruh, Director

405 Grove Hall
Shippensburg, PA 17257
(717) 477-1935

sbdc@ship.edu

www.ship.edu/sbdc

Corry Eagler's dream of opening a dessert shop finally became a reality when she opened Sweet Pea Dessert with her friend and business partner, Arelis Torres. Corry's dream started when she was a teenager growing up in Colorado. Her father had purchased a store in hopes of running an ice cream shop. However, life got too busy and he sold the building three years later. As a wife and mother of two young girls, Corry wanted to realize her father's dream and open a shop, so she started Sweet Pea Dessert.

Before opening the shop, Corry began by selling cupcakes at local farmer's markets that she baked in her mother-in-law's certified kitchen. Looking for a business partner, Corry went to her friend Arelis, who had just lost her job and was looking for work. Arelis was excited for the opportunity to start the project. Within a few months, Corry and Arelis found a building in Greencastle's town square where they could open a shop. The two spent a month and a half renovating the store. They turned the two-room building into one by tearing down a wall, painting, and redoing the building's lighting and flooring. On October 7, 2011, after two years of planning and preparation, Sweet Pea Dessert opened its doors to the public.

Sweet Pea Dessert sells everything from chocolates, cookies, hot drinks and sticky buns to ice cream from the Penn State Creamery, Krumpe's donuts and gluten free baked goods. The shop's specialty, however, is cupcakes. Every day of the week, except Monday when the shop is closed, a different flavor of cupcake is featured. Chocolate with peanut butter, mochaccino, banana with peanut butter, cherry-almond vanilla, gingerbread with caramel, cinnamon roll and chocolate with cream filling are just a few of the cupcake flavors available. Corry and Arelis bake the cupcakes each week while the rest of their baked goods are supplied from other bakers they've met at local farmers markets. They also work with wholesale businesses like Toigo Farms and Mrs. Gibbles Candy.

Corry and Arelis were faced with some challenges along the way. The partnership's biggest problem was learning about how to start a business and figuring out what paperwork and certifications they needed to start a shop. Through talking with a representative at Edward Jones and members of the Greencastle Chamber, Corry found the SBDC.

Corry was very happy with the help that she received from the SBDC, as she had no previous business experience. The SBDC helped Corry write a business plan. They helped her figure out how to register for a fictitious name and gave her advice on how to start a blog. "I think it's funny that more people don't use the SBDC," said Corry. "People have great ideas for businesses, but they don't use the resources available to them." Corry especially found it helpful that she could bounce ideas back and forth with someone that knew about the industry.

Although Corry says she is not looking to have the "next big bakery," SweetPea has received a lot of publicity from local newspapers. The shop's sales have also been very profitable as more and more people hear about the new dessert shop. On the day of the grand opening customers lined up outside for a sweet treat. The shop sold out that day, along with several weekends afterward said Corry. "It's a good problem to have," Corry said. She noticed that several of the customers were Mercersburg and Chambersburg residents. There aren't many bakeries in the area said Corry. She and Arelis believe that their shop attracts people because of its atmosphere. "I really enjoy being around people," said Corry. "This has been a fantastic thing for meeting other residents of Greencastle. That was my vision the whole time."