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## A SWEET DEAL

### Becky's Blissful Bakery items carried by Whole Foods

By Katherine Michalets  
Freeman Staff

PEWAUKEE – Partnering with Whole Foods Market has already proven to be a fruitful move for Pewaukee-based company Becky's Blissful Bakery. On July 14, the start-up company put items on the shelves at Whole Foods in Milwaukee and last week it partnered with the Madison location – only to have the bakery's signature caramels all gobbled up in about a week.

Becky's Blissful Bakery recently moved into a renovated building at 214 Oakton Ave. in downtown Pewaukee where it produces desserts from all natural and organic ingredients.

Owner Rebecca Scarberry is excited to have Whole Foods carry her products, which will be sold with signage saying it's part of the Buy Local program.

"The signage is fantastic because it is easy to see what products in their store are local," Scarberry said.

She also expressed pleasure over Whole Food's positive reputation as an organic and natural food wholesaler.

It's been only a year since Scarberry began to run her company as a fulltime job. She has also hired one full-time employee and several part-time employees since the business was started in 2007.

"The past year has been fast and furious," she said.

The business began when Scarberry, a stay-at-home mom, moved to Pewaukee from the West Coast and needed something to keep busy during the cold Wisconsin winters, so she began to bake.

After separating from her husband, Scarberry got a job. But when she was laid off around Christmas time – and applying for more than 1,000 jobs proved fruitless – Scarberry rented a kiosk at Southridge Mall and began selling her sweet perfections. She also gained some media attention at the time.

"The past year has been very exciting. I had no idea how much effort and time the business takes. Most of the time it doesn't feel like it," Scarberry said.

In addition to selling her goods at Whole Foods and online, Scarberry is also working with other area businesses to give her treats out as referral gifts and through Dynamic Events as wedding party favors.

In the future, Scarberry hopes to expand more into the Madison market, as she said it's the perfect demographic for her products, and into the Chicago-area Whole Foods market. She is also meeting with a coop in Madison this week about carrying her products.

In the meantime, she is working on creating new caramel flavors, which she said is the fun part.

For more information, go to [www.beckysblissfulbakery.com](http://www.beckysblissfulbakery.com) or follow the company on Facebook or Twitter.

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