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Tastefully Simple

1. Proper Noun _____
2. Adjective _____
3. Noun _____
4. Adverb _____
5. Adjective _____
6. Verb _____
7. Verb - Past Tense _____
8. Noun _____
9. Noun _____
10. Noun _____
11. Noun _____
12. Number _____
13. Number _____

Tastefully Simple

Tastefully Simple was founded in _____Proper Noun_____, Minnesota, in 1995 as the _____Adjective_____ national home taste-testing company.

Small Beginnings:

Jill Blashack Strahan had owned a gift basket HQ team membersbusiness for over five years and recognized the _____Noun_____ for gourmet foods. She _____Adverb_____ promoted the business with _____Adjective_____ events that gave her clients the chance to _____Verb_____ these foods ... an opportunity clients _____Verb - Past Tense_____!

Jill also empathized with their desire for the "human touch" ... one-to-one service, mutual sharing of information and simply having _____Noun_____ together.

Just prior to selling her _____Noun_____ basket business, Jill took part in the local Holiday Crafters Tour to _____Noun_____ her gift baskets. As an _____Noun_____, she decided to offer taste-testing as well. The results? She sold $_____Number_____ in gift baskets and over $_____Number_____, in gourmet food! The next year? The same results!

Big Dreams

A week later at 3:00 am, Jill was suddenly inspired. Why not offer these incredible products in the comfort of home?

Why confine the taste-testing experience to special events or to a retail setting? Offer busy people awesome food and fun.

She shared her idea with Joani Nielson, who became Tastefully Simple's silent founding partner and later began an active role as Founding Partner & COO. And the rest is history!

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