

# 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!