

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!