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Success Story

Minnie Bland, Touch of Soul Catering

Minnie Bland and her husband, Mitchell, have a passion for preparing and sharing food based on time-honored family and community recipes. Several years ago, they donated their prepared meals to their church's fundraisers and were encouraged by others to start a catering business, especially since there were limited places to enjoy soul food on the California Central Coast. Mitchell's professional experience in cooking and food preparation also contributed to their confidence in beginning this venture.

After securing the necessary licenses, Touch of Soul Catering began selling meals at local events and businesses as well as from their Microenterprise Home Kitchen (MEHKO). In 2022, Minnie and Mitchell were introduced to the Women's Business Center in San Luis Obispo by Gabrielle Saunders, Program Coordinator. Minnie enrolled in and completed the Explore, Design & Launch course. Touch of Soul also applied for, and received, funds from the California Dream Grant. They will be utilizing the funds to expand their MEHKO kitchen and increase their production ability.

They credit the staff and consultants at the WBC with educating them about business taxes, marketing, business plans, forecasting and goals. Minnie and Mitchell plan to use their increased knowledge to eventually purchase a food cart and perhaps even expand their offerings into the retail arena with a BBQ sauce.



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Mission Community Services Corporation Women's Business Center

71 Zaca Lane, Ste. #130, San Luis Obispo, CA 93401

Phone: (805)595-1357 Email: info@mcscorp.org

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