

Patter Fam Sauces

Wheelersburg, Ohio – A real success story... a southern Ohio kid taught himself to be a gourmet cook. That dedication has resulted in winning over forty national and international awards.

Sam Peters, owner of Patter Fam Sauces, has been messing around in the kitchen since he was 14 years old. His love for food preparation began in his mom's kitchen and progressed to restaurant work at the age of 16. Sam honed his skill as he worked in everything from all night breakfast diners to steakhouses. When other teenagers were watching music videos on television, Sam was watching Julia Childs and the Frugal Gourmet. He was learning to cook and developing a knack for what flavors work well together.

According to Sam, "I've really been cooking as a hobby my whole life for family get-togethers and such. In May of 2009, my brother asked me to cook up some kind of sauce for chicken wings for an island themed birthday party. I took my Jamaican Jerk Rub that I had been using for years and turned it into a Jamaican Jerk Sauce. I took it to the party and people went crazy over it and started asking if they could buy it. Requests just exploded. We didn't have a website. We didn't have an email address. People were just calling my cell phone and ordering sauce every day. We were just cooking orders daily."



Sam continues, "By October 2009, we knew we needed to seriously get into business or get out. So in October of 2009, we incorporated and began the search for a licensed kitchen where we could make our sauces. We ended up at Hinkle Food Systems in Englewood, Ohio."

Sam attributes much of his business success and culinary gifts to his faith. Family support has also been a key factor. Sam reminisces, "When we first started, our grandkids would put the labels on bottles for us. Every one of our kids at one point or another has been involved in the business."

Early in Patter Fam Sauces' company start, Sam met with The Ohio State University South Centers representatives for business assistance. Sam states, "The Ohio State University South Centers has been a tremendous help. Ryan Mapes, Director of the Small Business Development Center, helped us understand ways to grow our business. Ryan suggested creative ways to take it to the next level and



continues to provide us with support. We have also worked with Kelly O'Bryant, Director of the International Trade Assistance Center. She has been very helpful with teaching us about exporting.

Meagan Barnes, Program Leader of the Business Development Network, guided us to the Kickstarter Campaign program and put us at the table with Angel Investors to get

feedback. We just finished our second Kickstarter Campaign, where we received resources to launch three of our new wing sauces.

Melissa Carter, Program Coordinator for the Business Development Network, trained us on how to use social media for our business. We gained a new perspective that currently has us looking for an intern to manage those media promotions. We have plans for Facebook, Twitter, and YouTube. We are working toward getting our video recipes on YouTube. Soon our sauce bottles will have QR Codes that jump to the video of the sauce recipe, where I'll show you how to make it. We are considering using Pinterest to publish recipes from my two cookbooks. Our new intern will help us with some of those plans."

According to Sam, "We have an upcoming television show we are working on called The Pastor's Pantry. It will be a Sunday morning show on the Tri-state CW. We are working right now to get all our sponsors and get that launched. It will be a thirty-minute cooking shows. Future plans also include a business expansion, which will create new jobs for the area."

To find out more about Patter Fam Sauces or to see the variety of sauces available, go to www.patterfamsauces.com or call 740-352-2008.

For more information regarding free confidential business counseling from The Ohio State University South Centers Small Business Development Center, contact Joy Bauman at 740-289-2071 x111 or email bauman.67@osu.edu.