

# 2019 EMERGING BUSINESS OF THE YEAR

## Safely Delicious



<b>Owner</b>	<b>Lisa Ragan</b>
<b>Nature of Business</b>	<b>Food manufacturing</b>
<b>City, County</b>	<b>Overland Park, Johnson</b>
<b>Website</b>	<b>www.SafelyDelicious.com</b>
<b>Email</b>	<b>Lisa@SafelyDelicious.com</b>
<b>Structure</b>	<b>LLC</b>
<b>Began</b>	<b>2015</b>
<b>Employees</b>	<b>1</b>

It's hard to find anyone more passionate about their business than Lisa Ragan. Lisa has channeled that passion into her emerging allergy-“friendly” snack-food business. She has made it her mission to produce snacks that look and taste like other snacks. Parents of kids with food allergies can have peace of mind, knowing that these snacks are free of the top eleven food allergens, and their kids can more comfortably feel included in social settings.

This drive enabled her to bootstrap her business and distribute her snacks to three major grocery chains and multiple specialty retailers and online outlets, as well as local businesses that want their customers to have an alternative snack while waiting for service. Lisa has built her own commercial kitchen to ensure that absolutely no cross-contamination can occur, at the same time developing packaging and marketing assets that rival any other snack food company, large or small. She has quit her job to work full time on the business, a leap of faith that demonstrates her commitment to her mission.

When Lisa first sought assistance from the Kansas SBDC at Johnson County Community College, she needed help with product pricing, financial projections, understanding the requirements for a commercial kitchen, and online marketing. Her advisor, Jack Harwell, dove right in and helped her structure a costing and pricing method that she has refined over time. According to Lisa, “I do not have a business background so having someone there to direct questions to has been great.” She and Jack have continued to meet regularly to develop her marketing and distribution strategies.

When you hear Lisa talking about her business, you walk away with the impression that she will be successful. She has already shown signs of this by getting her products placed in more than 100 retail locations in 10 states plus Bermuda, as well as in eight online stores. She also sells her products on her website and direct to businesses. Based on the number of companies contacting her about carrying her products, Lisa is just getting started.

Several times Lisa has shared her experiences with students of the SBDC’s Business Basics in a Day class, inspiring future business owners to pursue their passions and serving as an example of how hard work and determination are necessary ingredients in building a small business. Everyone loves to see Lisa coming because she is always quick to share her latest tasty creations.

Secret to Success: “The secret to my success is passion and faith. I can’t have one without the other.”



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