

## CCC SMALL BUSINESS CENTER SUCCESS *MIKEY WIGGINS' BBQ SAUCE*



Barbecue is a unique genre of food in that it is most often enjoyed in a communal setting. Holiday cookouts, family reunions, and sporting events are just a few of the times where, across America, it would be commonplace to have barbecued or grilled food. There are many companies that have tapped into this rich American cultural market, and yet the potential is limitless for something innovative to carve out its own place in the market.

*Mikey Wiggins' BBQ Sauce* is exactly that! Andrew Henderson, a client of the Small Business Center, introduced this new barbecue sauce to the public on February 1, 2019. Starting with the traditional base flavors and bringing in elements from his Asian heritage, Andrew created a unique blend of flavors that are sweet while still savory. The sauce has a touch of heat that comes on slowly allowing the enjoyment of the full flavor profile of the sauce.

In the beginning, Andrew didn't have all of the information necessary in order to be fully prepared to produce and market the product. The Small Business Center at Cleveland Community College provided him with some of the tools he needed in the planning phase. He met with Steve Padgett, Director of the Small Business Center, to create a comprehensive business plan. The confidential nature of the counseling services offered by the Small Business Center helped him feel at ease. Talking to someone he could trust and getting expert advice on the challenges of creating a new business was a significant help to Andrew. To obtain basic information about food processing, he was initially directed to the NC Cooperative Extension Office in Cleveland County. The next step was reaching out to the North Carolina State University Department of Food, Bioprocessing and Nutrition Sciences where he learned about regulations established to protect the safety and wholesomeness of food products offered for sale in the marketplace. Shortly after that, it was off to production and bottling.

Having made this sauce for friends and family for the last six years, the recipe is well-established. Although entering a large and competitive market as an unknown entity, Andrew focused on sales at farmer's markets, privately owned stores and online. Introducing *Mikey Wiggins' BBQ Sauce* in the world of social media allowed the public to more quickly become aware of the product. He used a Facebook page to increase awareness of the product and allow customers to share their opinions and experiences with others who enjoy a premier barbecue sauce. Check out the website [www.mikeywigginsbbq.com](http://www.mikeywigginsbbq.com) to learn more about this entrepreneur's innovative product. At this site, you may also place orders, read testimonials, and sign up for his newsletter.