



Good Over Everything!

Media Kit

"Michele had a family secret recipe and a dream."



OUR Story

Sunday mornings at the Hoskins home began with a gathering and a tradition of delicious homemade waffles, a variety of breakfast meats and a special concoction of honey, cream and butter that was made just for the occasion. This secret syrup recipe was created by America Washington, a former slave, and the great, great, great grandmother of the only daughter in the household, Michele Hoskins. America Washington created the recipe in the 1800s as an alternative to molasses for her plantation owner's family.

In the early 1980's, this family delicacy was passed down to Michele from her mother and she continued the tradition by making it for her three (3) daughters and friends. "My mother inherited that secret recipe and when I married, it was given to me." The pancake syrup soon became the talk of the neighborhood. Its delicate honey taste and its rich, creamy consistency brought compliments from all that tasted it and ultimately requests for more!

Eventually times grew difficult for the Hoskins household. Michele was newly divorced and had children to support. She had a family secret recipe and a dream. It was then that she decided to turn this family recipe into a commercial product and bring it to market. She sold all her possessions, moved her daughters into her mother's attic and spent a number of lean years pursuing her dream. She made the syrups in a 55-gallon drum in her mother's basement, hand-filled the product into bottles and delivered them to local groceries in her neighborhood.

In 1984 Michele began to manufacture her specialty breakfast syrups and Michele Foods was born. That same year, Michele secured the top two largest retail chains in the Chicagoland area, which took her out of the basement and into 400 retail chains. She went on to become the 1st minority supplier for Denny's, the 1st minority supplier for Wal-Mart and over the years she has partnered with some of the most respected food companies in the world - General Mills and Sara Lee. It was Michele's determination to leave a legacy for her daughters instead of just a recipe that was the inspiration for Michele Foods.

Michele laughs when she recalls her early struggles and countless mistakes. She overcame incredible odds to turn this family secret into a formula for success. "There were no mentors for an African American female entrepreneur in the food industry in those days. I had to learn from my mistakes. Had I not been naïve, I may not have started this journey. All I had going for me was my goal and a commitment to making it work."

Today the products can be found in the top retail chains, more than 8,000 stores nationwide, including Kroger, Albertson's, Jewel Foods, Publix, Safeway and the like. The recipe that started it all is known as Michele's Honey Crème Syrup, a rich, creamy confection made with honey, cream and butter. Now, in addition to the original Honey Crème, there's Michele's Butter Pecan and Maple Crème Syrups. These days the syrups are more than just for waffles and pancakes, they are used by cooks as condiments and in sweet and savory dishes. This family tradition for over 4 generations is simply "good over everything"!

"Sometimes the key to your success is right in front of you – sometimes it's something that you've known since you were a little child."



SECRETS *Ingredients*



FLAVORS

Maple Crème *Honey Crème* *Butter Pecan*

Size – 13 oz.

RETAIL *Partners*

Retailers



Distributors



DPI Specialty Foods

CUSTOMERS *Love The Syrup!*

My Absolute Favorite

"I have been a regular purchaser of your amazing syrup. I'd like to use your product in a Potluck event because it's my absolute favorite, and it would really make the dish. I now live in Philadelphia; please tell me where to buy the syrup." *Philadelphia, PA*

Love It!

"Tried your Butter Pecan Syrup (Absolutely Love it, my wife and I!!!)" *Grand Forks, N.D.*



It's The Best!

"Best Butter Pecan Syrup Ever!" *Barnstable, Mass.*

Nothing Like It!

"Nothing like looking upon the shelf and seeing your products!!" *Middleton, Conn.*

Michele on



Since 1999, Michele Hoskins of Michele Foods has been a guest on the Oprah Show, an unprecedented three (3) times! She was featured to share her story on how through hard work, determination and a dream, she built a million dollar business around a secret syrup recipe passed down from her great, great, great grandmother who was a slave.

“If you tell your story from your heart, people will respond.”

AWARDS/Recognition

Awards

- Women's Food Service Forum Board – Service Award
- 25 Influential Black Women in Business
- Who's Who Among Successful African Americans
- Entrepreneur of the Year – NAMD
- WOW – Women's International Eagle Award for Business
- Black Women Business Owners – Madam C. J. Walker Spirit Award
- Sisters in Song – Standing Tall Award
- Phenomenal Woman Award – Black Women's Expo



Book Inclusion

- The Wealth Choice – Dennis Kimbro
- The Denny's Story – John Wiley & Sons
- The Entrepreneurial Spirit of African American Investors
- Understanding Business – College Textbook – 8th Edition/McGraw-Hill Irwin

“Be grateful for the good fortune that's given you whatever measure of success you've won thus far – and fight like hell to keep it.”



Michele Hoskins

ENTREPRENEUR - SPEAKER - AUTHOR

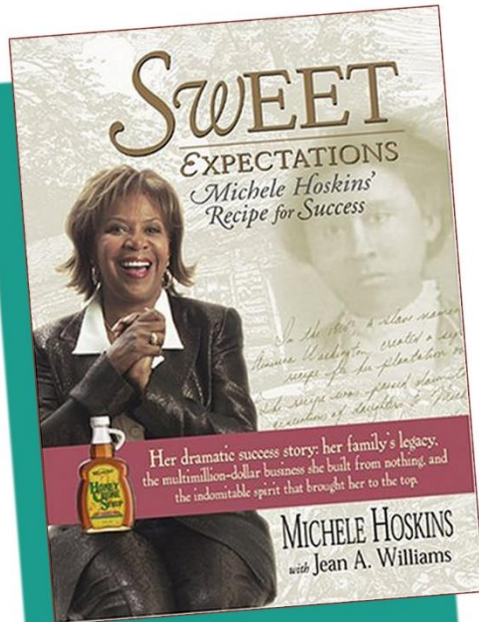


Most Requested Presentation Topics
at National Conferences, Trade Shows, Faith-Based Events

- Entrepreneurship: Breaking Through the Barriers
- Mentorship: Learning from My Mistakes
- Prosperity: Turning a Secret Recipe into a Million Dollar Business



Author



Sweet Expectations

MICHELE HOSKIN'S RECIPE FOR SUCCESS

The story of how this remarkable woman...

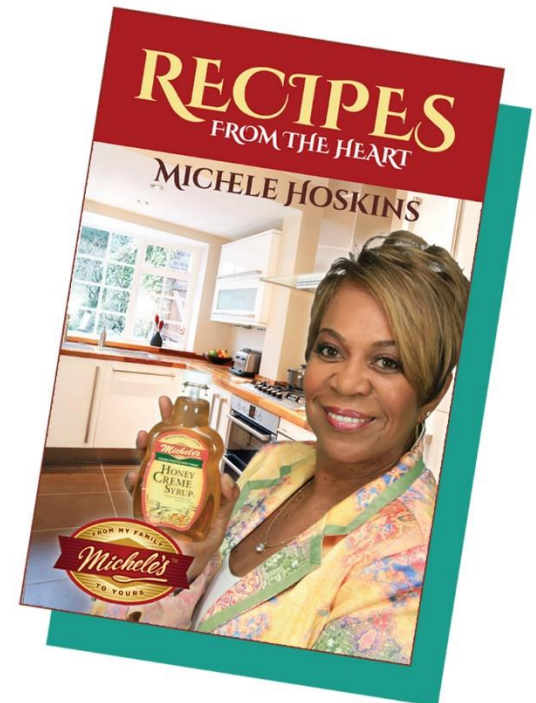
- Broke through racial barriers to get her products on the shelves
- Struggled to raise three little girls on welfare while starting her business

Sweet Expectations gives courage to anyone who dares to dream, seeks to beat impossible odds, and aspires to change his or her life.

Recipes

FROM THE HEART

It's "Good Over Everything" is an understatement when speaking about Michele's Syrups! The "Recipes from the Heart" is a collection of Michele's family favorites, passed down from generation to generation, and delicious recipes that have been offered by our loyal consumers for this cookbook. Whether its sweet or savory, pancakes or salmon, the addition of Michele's syrups is guaranteed to make the dish that much better!



Story Ideas



- Family Secrets Leads to Sweet Success
- Single Mom/Business Owner: How to Overcome the Obstacles
- Diversity in the Food Industry
- Consuming Black: Where are the Products & Services?
- Making it On Your Own Terms



Breast Cancer Awareness

Michele has always had a heart for helping those in need and she has vowed to never forget her humble beginnings. In 2009 she was diagnosed with breast cancer and today she is a breast cancer survivor. In her efforts to assist in finding a cure for this pervasive disease she has chosen to collaborate with either the American Cancer Society, Susan G. Komen for the Cure, or Sisters Network, Inc. (a national African American Breast Cancer Survivorship Organization) in a fundraising campaign.

Pink caps and neck hangers will be placed on syrup bottles in select stores with proceeds from those sales, during the month of October, to benefit one of those charitable organizations and women suffering with this disease.

“Do whatever it takes to recover from a setback, and always keep the faith.”

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