



Queen City Crunch

Knot your average pretzel



The real start up journey- it's not all glamorous!

- Started during covid with moms recipe
- Handmade in home
- No funding
- No guidance





-Focused on sales and growth of the brand

-Had no interest in numbers (and still don't!)



That's the kind of beginning people romanticize later, but when you're living it, it's grit, improvisation, and stubborn belief.

The company that got it right:

Morrisette employee saw the need before I did and won over my business!





- Regular SKUs (7 currently)
- Holiday Designs
- Giftboxes
- Cardboard

- Trust/vauled offered
- Pay more

Trust and value > Money

The problem with fast growth

- Involves capital
- Risk associated
- Time constraints (business and personal)



Where we are today

- Moved into new production facility (8,000 sq ft shared with snack company)
- Hit year 5
- NOT at capacity
- Growth at this stage takes money!



As a business owner what I will be looking for in funding :

1. A banker who actually understands the business

Not just the numbers — the story, the seasonality, the risks, the grind. Is there value add??

2. Clear communication

No jargon. No surprises. Straight talk. Most creative business types don't like numbers!

3. Fast decisions

Slow banking kills momentum.

Entrepreneurs move fast — we need banks that do too!