

# YOU CANNOT HAVE JUST ONE!

## CHAPTER V

# THE BUSINESS BLOSSOMS

Recap: When Chester County Life last highlighted Rebecca, she was about to share her delectable dumplings with the world on a new Food Network show. In the last issue, Artisan Exchange and its vendors were featured. A lot has happened since then.



BY SUSAN I. SHIBER

Rebecca's Dumplings was a perfect choice for *Great American Food Finds*. Adam and Andrew Erace, the show's treasure seekers, spent an afternoon with Rebecca and observed her chop and mix ingredients, mash flour, shape delicate wrappers, and fill each one with her recipes, which will forever remain a secret. They eagerly waited to be served samples of her signature pork, vegetable, and gluten-free dumplings, and the latest revolutionary innovations – breakfast and cheesesteak.

The brothers' reactions as they gobbled up one after another matched those of anyone who has ever enjoyed these wondrous mouthwatering morsels. *WOW!* Among profuse accolades were: *I can taste your mother's love in these pork dumplings. This one is just like a cheesesteak sandwich. Here is the biggest surprise of all – breakfast in a dumpling. The bacon is so smoky, the eggs so creamy, the cheese so ooey gooey.* "Here's to you and your dumplings, Rebecca," Adam and Andrew toasted with chopsticks as the show closed. "We'll be back for more."

From that eventful day last fall when the burgeoning entrepreneur astonished these two foodies from Philadelphia with dumplings unrivaled anywhere, and dazzled television viewers with her smile and irresistible personality, Rebecca's business has soared beyond its cottage industry roots.

"People from throughout the United States are calling and sending emails," declares Rebecca. "They all want dumplings. The enthusiasm is exciting, especially the commitment of followers on Facebook. Everyone jumps online to tell friends about their dumpling experience. And those stories generate more requests. This demand is allowing us to flourish."

As a smart businesswoman, Rebecca is approaching market expansion with aplomb. Goals, which began with local development, include creating a national presence in quality stores coast to coast. To make this a reality, Rebecca's Dumplings is her full-time career. A career she cherishes and nurtures every day. With 24-hour access to Artisan Exchange, she can work with a range of flexible hours and continue to devote ample attention to her family.

Children Rachael and James, and husband Jim, are integral to the company. Breakfast dumplings were the kids' inspiration. "Let's take our leftover bacon, eggs,

and cheese, and make dumplings," they urged one morning. Jim is the official taste-tester. "This is where I shine," he says with a laugh. "I've added it to my resume."

Last year, a pilot program through Aramark introduced six-packs of Rebecca's Dumplings to Widener-Crozer Allied Health Program physician and professor staffs at Widener University. A refrigerated vending machine on campus offers these smaller packages, which are garnering wide appeal. One dumpling always leads to more.

More means increased production, and Rebecca suddenly required a storybook clone. Instead, employees with a passion for cooking were brought in a few months ago. Kyle and Megan, West Chester University students, are dedicated to perfection, making them ideal assistants. "Kyle's mom was watching *Great American Food Finds* when I was on," remarks Rebecca. "She asked Kyle to join her, and he was intrigued. The show didn't mention our location, so he did some research and learned we are near-

by. The young man emailed me asking if I needed help. I interviewed him, and he was hired on the spot. His friend Megan came on board, too. Soon after that, we brought in Olga. They are tremendous assets."

Other year-of-the-launch accomplishments include acquisition of trademarks for each product and the addition of Kimberton Whole Foods and Phillips Mushroom Farms to sales sites. Groundwork for nationwide distribution was initiated as well. "Numerous food lovers from as far away as California are clamoring for dumplings," exclaims Rebecca. "For folks visiting the area, I prepare and freeze orders in quantities of five dozen or more, and they pick them up at Artisan Exchange. This year, we will definitely reach a greater quantity of stores and markets. I am so grateful for our regular customers, who continue to support us and have enabled me to thrive in a very short time."

It's interesting to note Rebecca was born in the Chinese Zodiac Year of the Rabbit. A key strength of the sign is the ability to

work with speed and efficiency. The Rabbit is gentle, compassionate, sensitive, and amiable. As the February 8th Chinese New Year approaches, our robust Rabbit is applying this panoply of positive traits to accelerate the amazing and rapid success of Rebecca's Dumplings. Don't blink. She's a skyrocket, and soon consumers from throughout America will be able to stock their refrigerators with her peerless product line.

Be sure to stop by Artisan Exchange or one of the other local stores to pick up your dumplings for the holiday season and anytime enjoyment. Remember, you can't have just one! [CCL](#)

*Next Issue: A National Rollout*

#### **Rebecca's Dumplings**

Artisan Exchange  
208 Carter Dr.  
West Chester, PA 19382  
610.570.6487  
[RebeccasDumplings.com](http://RebeccasDumplings.com)

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#### **SAVE THE DATE Celebrate Chinese New Year**

Join Rebecca at Artisan Exchange to celebrate the Year of the Monkey, which begins February 8.

#### **SPECIAL LUNCHEON**

**Saturday, February 6, 2016  
from 10 a.m. to 2 p.m.**

Featuring Rebecca's incomparable dumplings and other traditional Chinese New Year delights.

Visit [RebeccasDumplings.com](http://RebeccasDumplings.com) for reservation and cost details.