

Food From **Thought**

SOUTH FLORIDA WOMAN'S SUBSCRIPTION BAKING SERVICE
LEVERAGES HER COOKING TALENTS **BY EDITH G. TOLCHIN**

I LOVE TO COOK, and unfortunately, I love to eat. But I usually leave the baking to the hubby because my skills are lacking there.

I was happy to learn about Crumble Crate—a subscription baking service invented by Paula Cheremeteff of south Florida—with packages containing recipes, dry ingredients, fun surprises and all you'll need to create culinary masterpieces at the frequency you desire. You can also purchase one-time baking kits with such goodies as Lavender Macarons with Lemon Curd or Coconut Citrus Bars.

Hungry yet?

Edith G. Tolchin (EGT): What is your background? Have you any culinary training?

Paula Cheremeteff (PC): I came up with the concept of Crumble Crate based on the encouragement of my husband, Nick Cheremeteff. I consider both of us to have “invented” Crumble Crate.

I have had a passion for baking since I was a child. One of my great loves is to roll up my sleeves, spend time in the kitchen and experiment with various recipes, techniques and ingredients.

As I moved through my corporate professional career, the kitchen became my sanctuary for decompressing and de-stressing.

Family and friends have benefited from my baking experiments, including my husband.

As an entrepreneur, he saw firsthand my passion for baking and the quality

of the desserts I was creating. He encouraged me to start a baking business, but I did not want to open a brick-and-mortar storefront. I wanted to share my recipes and baking techniques with others, so they could create masterpieces in their home kitchen.

In short, I wanted to create a baking community. From that basic concept, Crumble Crate was born!

EGT: When did you begin?

PC: We started developing the concept of Crumble Crate in late 2021. We spent about five months refining the concept, products, website and infrastructure before officially launching in early 2022.

Since we were starting with a thought that had to manifest into an actual baking kit, there were a lot of critical details that had to be discussed, vetted and finalized. I would say that the biggest obstacle was exactly that—actually producing a tangible product from a concept.

EGT: Are there special government laws for regulating an online food business? Any testing required such as for cleanliness, compliance with Food and Drug Administration (FDA)?

PC: This is not a final “food” product. We leave that to the home bakers!

We have non-perishable ingredients for each recipe that are pre-packaged and sent to the customers. We take every precaution to ensure that the ingredients are packaged correctly—including



“I wanted to share my recipes and baking techniques with others, so they could create masterpieces in their home kitchen.”

—PAULA CHEREMETEFF

weight, quality and sealing. We do have the appropriate liability insurance for our business.

EGT: Where are you selling?

PC: We sell on our website, on Crate Joy, and are in the process of becoming available on Amazon.

EGT: What methods do you use to retain product freshness and stability?

PC: The contents of the baking kits come from various suppliers. We assemble the entire kit in Florida. For quality control purposes, we do not outsource the assembly of the baking kits.

EGT: How many different plans do you feature, and how do they work?

PC: We offer individual baking kits, as well as a subscription series. In the subscription series, a customer has the option of selecting month-to-month, three-, six- or 12-month commitments.

Each baking kit features a unique recipe and relevant non-perishable ingredients, baking tools, tips and techniques, and a video tutorial. There are seasonal offerings, such as the Cranberry Ginger Tea Bread, Coconut Citrus Bars, and Anise Sugar Cookies. A new recipe is featured every month, relevant to the season or time of year.

EGT: Do you have any competitors?

PC: There is a limited amount of baking kits on the market. We separate ourselves with our elevated recipes, inclusion of baking tools, video tutorial and personal touch.

EGT: Any obstacles you've had to overcome?

PC: As with any new business, we have encountered some production challenges along the way. We have dealt with packaging issues, damages during shipping, supplies not arriving as scheduled—the list goes on.

We view each challenge as an opportunity to improve. The key is to remain nimble and open minded, focusing on a solution to every problem.



EGT: What are your long-term goals?

PC: We are excited about the upcoming year. Aside from our new recipe every month, we expect to refill your box options, baking kits focused on special events such as weddings, birthdays, and baby showers, and kits focused on budding bakers, and baking with your children.

EGT: What advice would you offer newbie inventors of food subscription plans?

PC: My biggest advice is to focus on the details. They matter!

Also, stay true to yourself and your creative process. When dealing with something like baking, it is not just a business, it is also a personal expression of yourself.

Finally, try to take time to focus on your health and your family. A baking business can be all consuming. Finding time to exhale will assist in keeping your ideas flowing and your stress level low.

Details: crumblecrate.com

Paula Cheremeteff started Crumble Crate with the encouragement of her husband.

Edith G. Tolchin has written for *Inventors Digest* since 2000 (edietolchin.com/portfolio). She is the author of several books, including "Secrets of Successful Women Inventors" (<https://a.co/d/fAGlvZJ>) and "Secrets of Successful Inventing" (<https://a.co/d/8dafJd6>).



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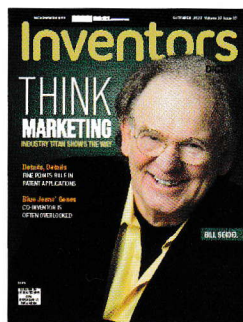
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William Seidel, owner of America Invents; photo by Kate Nagle Photography



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Inventors

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INDUSTRY TITAN SHOWS THE WAY

Details, Details

FINE POINTS RULE IN
PATENT APPLICATIONS

Blue Jeans' Genes

CO-INVENTOR IS
OFTEN OVERLOOKED

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