

MATCHING GRANT HELPS INCREASE PRODUCTIVITY AND CREATE GROWTH IN SALES

ABOUT LUCKY LOU'S. Lucky Lou's Inc., DBA Lucky Lou's Gourmet Rice Pudding, is a certified WBE L.I. local business that manufactures gourmet rice pudding products at the Stony Brook Incubator in Calverton, New York. Lucky Lou's currently has two FTE employers (the owners) and two-four part-time employers. Their products consist of original, chocolate, no added sugar, vanilla protein and chocolate protein rice pudding products sold at Gourmet Markets, 7-Eleven Stores, QuickChek, Uncle Giuseppe, Union Markets, Food Bazaars, butcher shops, and hospital market places. Lucky Lou's was expanding into state universities and in 2020 launched an on-line ordering process (direct no-contact delivery service to one's doorstep).

THE CHALLENGE. The distribution of the product is required to be maintained at a minimal 39 degrees. The company needed the trucks to have refrigeration. The company also needed to purchase additional production equipment. They were making a large investment and qualified for a matching grant from MTRC, part of the New York MEP and the MEP National Network™, for growth and expansion.

MEP CENTER'S ROLE. The company invested in a used truck with a Thermo King refrigeration installed on top of the roof. They also invested in packing equipment and additional kitchen equipment. Through the MTRC program, Lucky Lou's was able to receive a matching grant to offset the cost, allowing them more purchasing power.

"The \$10,000 supplemental matching award allowed us to purchase additional equipment to improve our production. As we expanded our business, we were able to relocate to a space at the Stony Brook Calverton Incubator and purchase additional kitchen equipment. MTRC has increased our awareness and knowledge base of the resources available to small businesses on LI. We had attended numerous workshops suggested/communicated to us by MTRC. The MTRC Director is very knowledgeable and always provided professional guidance/service to Lucky Lou's Rice Pudding."

-Maria F. Camassa, Owner

RESULTS



26% sales increase



The company received a
\$10,000 matching grant.



The new equipment reduced
packing time by 15%.

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