

## SUGAR & SPICE: A SWEET STORY

**ABOUT SUGAR & SPICE LAS VEGAS LLC.** Sweet dreams become a delectable reality at Sugar and Spice, a Las Vegas company created by Sheri Long in 2017. Her passion shines through in each gourmet chocolate peanut butter ball, a gluten-free indulgence enjoyed for its buttery melt and satisfying crunch. These bite-sized delights find happy homes in convenient grab-and-go boxes, readily gracing shelves in coffee shops, independent grocers, wine shops, and even prestigious locales like golf courses, hotels, and casinos. But Sugar and Spice is more than just irresistible treats, as attested in being voted the “Best Chocolatier” in Las Vegas. Going beyond culinary delights, Sheri collaborates with a Las Vegas autism foundation. By teaching food manufacturing skills to young adults with special needs, Sugar and Spice is a platform for empowerment and inclusion. Sheri also employs youth aging out of foster care, assisting them through employment and mentorship, equipping them with essential life skills to navigate their newfound independence.

**THE CHALLENGE.** It all began with a fortuitous meeting at a wine shop where Sheri, armed with delicious samples, crossed paths with a Manufacture Nevada team member, part of the MEP National Network™. Impressed by both Sheri's infectious enthusiasm and her products, the team member introduced Manufacture Nevada's mission: supporting local businesses like Sugar and Spice. A quick sampling later, a tour of the Sugar and Spice facility was on the books. There, Manufacture Nevada advisors delved into Sheri's operation and learned more about her vision - sustainable growth.

**MEP CENTER'S ROLE.** Leveraging a vast network of resources, Manufacture Nevada became Sugar and Spice's secret weapon. Advisors shared their connections and their practical wisdom, offering invaluable guidance on everything from Whole Foods and Target applications to FDA regulations, e-commerce platforms, and even packaging design. New business blossomed and market awareness soared. Distribution outlets jumped an impressive 30% in a short period. To fuel her business's growth, Sheri strategically expanded her workforce and optimized operations for efficiency. Through a collaborative development program, she championed inclusivity by supporting 50% more individuals with special needs and 100% more foster youth. New equipment boosted production by 70% and packaging changes decreased costs by 68%.

Sugar and Spice can now proudly claim the title of approved local supplier for the Super Bowl, one of the world's most-watched events. This is just the beginning of a delicious journey paved with unwavering dedication and invaluable support. Sugar and Spice is poised for continued growth, leaving everyone eager for the next bite.

**"Sugar and Spice's journey has been truly transformative and Manufacture Nevada has been a cornerstone of our success. Their strategic guidance not only helped me navigate the complexities of FDA regulations but also propelled our growth beyond my wildest dreams. The ongoing mentorship has been priceless, knowing I have a support system at Manufacture Nevada gives me immense confidence for the future."**

-Sheri Long, Founder and CEO

## RESULTS



70% increase in production



68% decreased packaging costs



100% more foster youth employed



50% increase in employment for staff with special needs



1 new market as official Super Bowl Supplier

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