



INTERVIEW WITH PAM VIEAU AND MARCY GOETZ  
FROM PASTRY INSPIRATIONS,  
ILLINOIS, USA

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**BE POSITIVE!**  
**BE THANKFUL!**  
**BE CHOCOLATE!**

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# ABOUT



## A Family of Chocolatiers

In 1991, Pam Vieau, owner & resident chocolatier of Chocolate Inspirations attended a chocolate class from a local chocolatier. After the class she decided to make her homemade English Toffee as Christmas gifts for her friends. The response was incredible. She was so overwhelmed with requests to purchase her English Toffee her daughter and friends helped her fill the orders.

Eventually Pam daughter Marcy joined as full-time sales and marketing and the business has been growing ever since. They have a shop and an online order business. It's a true family business with even Marcy Grandma, who is 92 years old, working in the packaging department.

Their specialty are english toffee, truffle bars, and vegan inspirations a full range of a plant based fudge artisan bars and barks. They recently launched Ruby toffee with pistachios.





# “WHATS NICE ABOUT SMALL BUSINESS IS THAT YOU CAN TURN AROUND NEW IDEAS QUICKLY”

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During Covid, Grandma and other family members went into quarantine. The business was reduced to online orders and curbside pick-ups. But, even with these hardships they came up with a new product range: Be Chocolate Series: small chocolates that combine gourmet plant-based chocolates with positive messages & colors representing happiness, gratitude, calm & strength. These chocolates are to be given to somebody special or yourself as little sweetness for the soul.

“It’s a little piece of happiness, we have created Be happy, Be love, Be thankful for dad, Be hugs... People need happiness and or to make somebody else happy. Be happy series will stay as people always need happiness”

[Find more ADVICE on how to rethink your offer during and after COVID 19 in the Free Handbook](#)



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## WE HAD TO MAKE A DECISION: BE SCARED OR LOOK AT THE POSITIVE AND THIS IS WHAT WE DID!"

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### BE THANKFUL

Pastry inspiration started giving away a "Be chocolate" and a handwritten notes saying "thank-you for supporting our small business" with every order for free.

"We thought our customer service was good, but I don't think we were thankful enough" say Marcy. "Covid made us more thankful, we will keep this forever, even if I need to write the thank-you letters all weekend!"

During April, Pam and Marcy had less time than before, "we were really busy – as we were doing all shipping, packaging and accounting department ourselves as staff members were in quarantine, "At the same time we were hitting social media much harder than before, as people are scrolling and reading online much more!".



“MAKE THE CHOICE TO BE POSITIVE, CHEFS ARE SOO CREATIVE, THEY HAVE EVERYTHING THEY NEED !.

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### BE CHOCOLATE & BE HAPPY - RUBY BUNNIES FOR HEALTHCARE WORKERS

Chef Mark Seaman, from Barry Callebaut a long-time friend approached them with an idea: Could you make Ruby bunnies for health care workers in hospitals? Barry Callebaut would provide the chocolate and they would provide the labor. “Of course!”

Before you knew it, 500 Ruby Chocolate bunnies – were made by Chocolate Inspiration and donated to the Children’s Hospital and Northwestern Memorial hospital health care workers to thank them for all their hard work. “It was a cool collaboration to help out the community”.

Pam and Marcy believe that there will be not only a renewed focus on the community but also on personal connections and communications: “that will also stay because we are social and we miss eachother's company”.



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