



Desserts Out The Jar and More

VOLUME 1, ISSUE 1

JANUARY 2017

NEWS FROM DESSERTS OUT THE JAR

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Desserts Out The Jar and
More

3830 Washington Blvd
St. Louis, MO 63108

www.dessertsoutthekar.com

The "Dessert Jar" Experience

Happy New Year All!

Desserts Out The Jar is off to an AMAZING start for this new year. Since starting Desserts Out The Jar in December 2014, we have been committed to serving our customers with our 3 Cs model- Customer Service, Comfort Creations and Convenience. We personalize experience to show our customers that we care. Desserts Out The Jar is dedicated to providing the highest quality sweet treats that have the tasty, personalized attention of Grandma's best. And our jars are individually-crafted for on-the-go lifestyles. This has been and will always be the proven remedy for our success. We look forward to many more successes and crave-tastic creations for our customer family to enjoy.



Movin' on Up with Desserts Out The Jar

- Fantasy Food Fare Business Competition- http://www.stlamerican.com/entertainment/living_it/hopefuls-get-first-look-at-free-restaurant-space-up-for/article_6cb3e84a-d427-11e6-8d9e-ef669e6bel6d.html
- SCORES Small Business Championship Contest-<https://championship.score.org/>
- Saint Louis American Foundation 7th Annual Salute To Young Leaders Award on February 23 @ Four Seasons Hotel
- Completed Square One Entrepreneur Training- http://www.stlamerican.com/eedition/page-a/page_cc05a0db-ea91-569a-80d5-f8feecebed76.html

Hours of Operation:
Tuesday and Thursday 12pm-5pm
Saturday 12pm-3pm

Place your orders at www.dessertsoutthekar.com

Support us in SCORES Small Business Championship Contest

Steps to a SCORES victory:

1. Go to <https://championship.score.org/>
2. Click "Vote For Entries"
3. Choose "Missouri" in the "State" box
4. Choose "Desserts Out the Jar and More"

You can place up to 10 votes per hour each day. The contest is open until mid-February so make sure to vote as many times as you can. We can do this!

Also, if you have multiple browsers access (Internet Explorer, Mozilla, FireFox) you can place a set of votes on each one.



We
could-
n't

provide our range of treats and services with out the support of our customer family. Thank you so very much!

Yashica "Your Jar Lady"

<https://www.facebook.com/DOTjars/>

About the “Jar Lady”



**Yashica McKinney
Owner of Desserts
Out The Jar and
More**

*“I am enjoying
the journey so
much that I am
in no rush to
arrive at the
destination.”*



Yashica McKinney is the owner and creator of “Desserts Out The Jar.” Yashica learned early that life has a way of taking different ingredients (gentleness, patience, self control, perseverance) that sometimes won’t work alone, and combining them to create recipes for success. Her given name “Yashica,” which derives from Hindu origin, means “Success.”

Growing up in the city of East Saint Louis, IL (one of the most

dangerous cities in the world), Yashica learned how to make best of any situation in her journey. Yashica has experienced challenges, but persevered through the loss of relatives, including her brother, a victim of violence during her senior year of high school. With much grief and resolve, she graduated later that school year.

Yashica continued to press forward with thankfulness and hope. Continuing her educa-

tion at Saint Louis Community College, Yashica was able to advance her skills and knowledge by mining the resources at her disposal. After graduating community college, Yashica continued her education at Southern Illinois University Edwardsville (SIUE) and earned her Bachelors degree of Science in Health Education. Yashica has made it her life’s mission to promote health and joy in our communities, through food, education and inspiration.

Yashica raised a son, worked 2 jobs, and went to school full time for 6 years to earn that degree.

After receiving her degree, Yashica became a mentor in with the St. Louis Public Schools, stoking her passion for youth and education. The life skills courses cover mentoring topics such as bullying, self-esteem, goal setting, health

and wellness, and entrepreneurship.

Yashica launched “Desserts Out The Jar” in November of 2014. Cooking, baking and selling desserts was a paid hobby that brought a much needed second income for her, but she soon discovered the demand for wholesome treats and a successful business to help build and inspire our community.

To date, Yashica has completed studies at the Grace Hill Women’s Entrepreneurial Business Center, and Square One Entrepreneurial training, appeared multiple times on local television news outlets, given her testimony and promoted her product on several local and national radio stations, and participated in a host of events since her start in 2014.

Yashica is working to complete her first book this year titled “Half Baked.” In February of 2016, she moved her home-based operation to commercial kitchen and business incubator STL Venture Works located on 3830 Washington Ave, St. Louis, Mo.

“I take no credit for my life and what has transpired for

me within this year span of time. God is the author, illustrator, editor of my book of life. I would be remiss if I did not acknowledge the source and guide of my journey. I fully understand that gifts are given and we have to be willing to share those gifts with others. Most of the time fear stifles our progress and we don’t live up to the full potential that God has called us to be. I was

a teenage mother, almost flunked out of school but I paid the price and I did the work. I went to college, obtained a degree, got a job, and started my own business. I encourage everyone to seek out Gods perfect plan for their lives. It will be the best decision that they would ever make. I am enjoying the journey so much that I am in no rush to arrive at the destination.” ~ Yashica



Desserts Out The Jar

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Saint Louis, Mo 63108

Website:

www.dessertsoutthejar.com

E-mail:

dessertsoutthejar@yahoo.com

Whatever you can bake, we can make
IN A JAR.

The unique aspect of our business is that we are an innovative bakery that personalizes a variety of home-made gourmet desserts available in conveniently-packaged Mason jars for family and friends to enjoy on-the-go. By providing our customers the opportunity to select their ingredients and watch the preparation of their desserts, we create a personalized touch and provide a unique selling point of our business. We have over 30 different flavors of cakes, puddings, and pies. Our best sellers include our Famous Banana Pudding, Caramel Turtle Cake and Peach Cobblers. We also offer sugar-free options and are developing a gluten-free dessert jar line, in keeping with health and culinary innovations.

Desserts Out The Jar in the Media

Featured on Fox 2 News
<http://fox2now.com/2014/12/22/dessert-travels-well-with-j-j-sing-catering/>

Radio interviews
http://www.allthatmsjazz.me/2016/01/showyoustl-backstory-yashica-jj-sing.html?utm_source=dlvr.it&utm_medium=facebook&m=1

Board member of the Inventors Association of St. Louis
<http://inventstl.org/blog/?p=222>

Member of Ferguson 1000
Received award for "Blacks In Tech"

Saint Louis Public Library
<https://slplculinaryblog.wordpress.com/>



Wanda Durant and Yashica

Winner of pitch competitions with Impact Odyssey hosted by the mother of Kevin Durant, Wanda Durant

[Congratulations to our winner of the Perfect Pitch Contest, Yashica McKinney, owner of "Desserts out of the Jar & More." She came prepared & with a purpose! Thank you St Louis! #impactodyssey](#)

Winner of East Saint Louis Initiative with Washington University

<https://www.siue.edu/news/2016/09/SIUE-Alum-Wins-East-St-Louis-Initiative-First-Pitch-Contest.shtml>