

PHYLLIS HAYNES

Owner: Southern Relishes
West Haven, CT



“Relish What You Eat!”
Phyllis’s slogan that was developed by her
WBDC FastTrac®
New Venture classmates
- Phyllis Haynes

Originally approaching the WBDC for support in becoming an event planner, Phyllis Haynes soon realized the potential of her family’s recipe for Mariah’s Chow Chow relish as a business. FastTrac® gave Phyllis the business knowledge to realize that her idea could potentially become a real business.

SOUTHERN RELISHES

Phyllis found FastTrac® informative and supportive. She finds that talking solely to family members about a business can sometimes be detrimental, since they want to protect you. Instead, other women who are in the same boat are more likely to encourage you to take risks, just as they had successfully (and sometimes unsuccessfully) done. She appreciates the continued support of the WBDC, as well as their seminars, workshops and networking opportunities, and hopes to continue to participate in the future.

Her sweet and mild Mariah’s Chow Chow relish will soon be accompanied by a hot and spicy relish that she will sell at farmers’ markets, smaller gourmet

restaurants and gourmet food retailers, like fellow WBDC member Leslie Arcesi’s Budding Gourmet. 2009 hopes to bring in three new types of relishes, available in local supermarkets.



www.southernrelishes.com

