

Kidtrepreneurs

**BRACHA ROSENTHAL, AGE 13, RACHELLI ROSENTHAL, AGE 11:
YUMMY BLESSINGS, LLC**

We are Bracha and Rachelli Rosenthal, the creators of Yummy Blessings, LLC. We make beautiful and yummy desserts for smachot, parties, gifting, or really any kind of occasion. Our most popular items are chocolate logs, truffles, and peanut chews. We also make brownies, peanut butter cups, chocolate covered Oreos, pretzels, and bark. We offer a variety of flavors of chocolate and make everything in custom colors and themes based on the décor, type of occasion or event. We generally work with individuals, but also get orders from party planners and stores.

We started Yummy Blessings almost three years ago. My best friend's mother made a baby kiddush and we weren't able to go. I wanted to send something, so I made a big platter of chocolate covered pretzels with all kinds of chocolate baby shapes. After Shabbos, my friend's mother called my mother and told her that even though she hired a party planner and had



all kinds of fancy desserts, everyone kept asking her where she got the pretzel platter. She kept telling my mother that we're so talented and we should do it professionally. We were 8 and 10 at that time and it was right before Chanukah. Our mother told us that we should make Chanukah packages for our teachers and take pictures. She said we should take over her new Instagram account, which had 127 followers, change the name, and post our pictures. We got two orders for Chanukah parties that year.

After about a year of steady growth, our parents felt the next step to help us grow would be to get a Hashgacha. We were about to sign a contract with one Rabbi when it fell through. Our father felt so bad. He took us shopping at different baking supply stores and told us to buy whatever we wanted to start something new. That was when we bought our first batch of log making tools and



supplies. We signed with Rabbi Gornish the next week and we never looked back.

We love what we do for so many reasons. One reason is that it gives us a way to use our creativity and always try new techniques. Another reason is that it's so nice to enhance people's special occasions. It's the most amazing feeling when someone gives us feedback and lets us know that our products made their event or meal even more special. But our absolute favorite thing about what we do is the way it has empowered us and enabled us to do good. Through our business, we have been able to give back to the community in so many ways. Over the past three years, we have donated thousands of dollars—both monetary donations and donations of our products, to many different organizations. We have also been able to create our own fundraisers and bake sales for causes that we are passionate about.

Through our business, we have learned so many basic concepts. We have learned to be more organized and how important it is to prioritize. We understand things that many of our friends have no clue about, like income taxes, credit card fees, and fixed costs. We don't do most of the financials ourselves because it's too

complicated for us, but we definitely have a basic understanding of what everything means. Although not every kid can manage running a business, the basic knowledge we've gained is so important to learn and know.

Very often, people ask us how we got where we are and what advice we'd give to others. To us, the most important thing is to believe in yourself. Over the past three years, there were so many times that people told us or our parents that we were crazy for doing this and trying to grow. Some people discouraged us from getting a Hashgacha because they said we'd never be able to cover the costs. Other people told us when we were writing our bio not to say that we're kids because no one will want to buy from us. And there were the classmates who would always criticize whatever we made. But through it all, we kept going and going, and we're so happy we did. We've been told over and over by random people that we've inspired them to do things they would never have done otherwise. Our advice to other kids who want to start something is always to follow your dreams and never give up. 🌟

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