



Yummy  
Yammy

## **Yummy Yammy Owner Takes Aim At Progress And Joins Mastermind Group In Vermont**

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The owner of Yummy Yammy, Lisa Johnson, is pleased to announce her membership into a Mastermind Group in White River Junction, Vermont. The group, hosted by Vermont Small Business Development Center (SBDC), organizes collaborative meetings of small business owners and startup companies. By joining this group, Lisa hopes to develop her business while coordinating knowledge and experience with other entrepreneurs.

Lisa's love for the nutritional value of sweet potatoes had led her to create a company called Yummy Yammy. The company utilizes the vegetable to create the world's only sweet potato salsas, which are sold through their Amazon store. By joining the SBDC, Lisa hopes to connect with other business owners and expand her business connections. She says, "I love networking with other entrepreneurs. They're my favorite people."

Over the past few years, the Vermont entrepreneur has been expanding the availability of her sweet potato based salsas from a few local stores to a hundred retailers across the country with help from SBDC. In order to facilitate its free business development support, the SBDC has a qualified business advisor assigned to each county in the state. These advisors are experienced business professionals who offer their help to

individual business owners as needed. By attending these group meetings in this new SBDC program offering, Lisa is already acquiring significant insight on how to improve her marketing strategies. She notes, "The SBDC is such a priceless resource for business owners of all sizes. They offer free business support in every state in the country, and I encourage every entrepreneur to call them."

Each group within the SBDC consists of business owners with varying degrees of strengths and weaknesses in varying disciplines. By working in the group, mentored by the advisor, group members learn from and support each other. Steve Paddock of Vermont SBDC explains, "Being part of a group of like-minded individuals with the same mission to succeed and grow their business and improve their lives is the secret sauce to rapid growth."

Since the launch, customers have reviewed Yummy Yammy's products very favorably, giving generous ratings and stating them to be unique and appetizing. Lisa had started her sweet potato salsa company to make it easier for busy people to eat sweet potatoes. By providing it in handy 12 ounce jars, they act as readily available convenient snacks or condiments.

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For more information about Yummy Yammy , contact the company here: Yummy Yammy Lisa Johnson 802-291-1718 Lisa@YummyYammy.com 5 Kendall Station Road Norwich, VT 05055

## Yummy Yammy

*Yummy Yammy is the home of the world's only salsas made from America's favorite superfood, sweet potato. Rich in mouthfeel, flavor, and nutrition, with zero fat and preservatives, Yummy Yammy's salsas come in Mexican, Tuscan, and Moroccan.*

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