

Sweet Tooth Café and Bakery Gearing Up For Grand Opening Celebration September 25

For immediate release

GLOUCESTER, Va. – Main Street in Gloucester Village is about to get a little sweeter – and more savory, too.

Launch Gloucester winner Crystal Burton will open Sweet Tooth Café and Bakery on Sept. 25, becoming the first business in Gloucester to open after winning nearly \$50,000 in start up capital and prizes during an entrepreneur contest sponsored by Virginia Gov. Terry McAuliffe.

Sweet Tooth Café and Bakery, located at 6655 Main Street in Gloucester, will host a grand opening celebration at its Sept. 25 launch from 8 a.m. to 5 p.m. To mark the occasion, Virginia Secretary of Commerce and Trade Maurice Jones will help cut the ribbon.

“Small business is the backbone of communities around the Commonwealth,” Jones said. “They provide jobs, they provide talent, and they end up leading our civic organizations and help our children to pursue their dreams.”

Burton said she’s humbled that Jones will attend her grand opening.

“I think I’m most excited about the grand opening because we’re going to do some really cool things and make it up to be a cool, fun day that introduces the business,” she said.

Event guests will enjoy a complimentary mini-cupcake with each meal purchase and t-shirts will be given away throughout the day.

Sweet Tooth Café and Bakery is the first place winner as part of the Launch Gloucester program to help entrepreneurs launch their businesses. Launch Gloucester was one of three communities who won a \$100,000 grant to host an entrepreneur contest with McAuliffe’s Virginia Community Business Launch Initiative.

The program was administered by the Virginia Department of Housing and Community Development. The Gloucester Main Street Preservation Trust served as the local overseer of the grant in Gloucester. A total of four new businesses will open on Main Street this month as part of the program.

As the Launch Gloucester winner, Sweet Tooth secured a prize package valued at \$48,000. Her package included \$20,000 in start-up capital, \$1,800 in rent and utility abatement and a marketing and communications package worth \$19,000.

Specializing in vegetarian, gluten free, low carb and healthy choices, the café is taking a farm-to-table approach with as many goods as possible grown and bought locally. The menu features classic and grilled sandwiches, wraps, customizable salads and seasonal soups.

Burton is offering an array of “made from scratch” desserts including warm cinnamon rolls, specialty cheesecakes, our signature banana pudding, cakes and cupcakes, all with natural gourmet ingredients. Additionally, Burton will continue offering the custom cakes and cupcakes she is known for. Customers can also order from Burton’s boxed lunches with free delivery to Main Street businesses.

Burton is no stranger to business on Gloucester’s Main Street, with Sweet Tooth Café and Bakery representing an expansion of a business she started seven years ago when she started baking cakes out of her home. Her business grew quickly, so she combined a lease with a fellow business owner and sold cupcakes at a small shop on Main Street. When the opportunity arose earlier this year to compete for start up capital through the Launch Gloucester program, Burton applied and landed first place in the program.

Burton is proud to be among so many successful businesses along Main Street.

“I love the relationships that I have with all of the other businesses,” Burton said. “We all kind of collaborate really well and I feel like I fit in. I like it being this little town that people drive through, and to me that’s kind of where bakeries stand out.”

For media inquires or questions about the event, call 804.824.9898. To learn more about Sweet Tooth Café and Bakery, visit <http://sweettoothcafeandbakery.com>.