

# Teen's popular hot sauce began as a business project

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there's distribution, shipping, invoicing and the financial side of his payables receivables. All of that registers with him now."

Employing an old family recipe for sweet vinegar-based hot sauce with no additives or preservatives that becomes more potent the longer it resides in the container, then 12-year-old Ryan and older sister Brittany, currently a second-year environmental sciences student at Wilfrid Laurier University, went through the tedious process of putting the product on the market in a pilot project for the KidPreneurs concept.

They enlisted the help of Oakville-based marketing company 3H Communications and without the presence of their parents in the boardroom, brainstormed with 3H executives on strategies to better present the product. The result has been purchases of 300-400 units a month—not including the scorching custom orders from places such as the southern U.S., China and Europe—and much to the surprise of 'Papa Muil-E,' the sauce was turning a profit after just six months.

A lot of the sales came through classmates and word of mouth, with Pat's Prime Cuts & Deli and The Club at North Halton among the most loyal customers.

"I really have to do something with it this summer because it will be tough to run the business when I'm away at

residence for school next year," explained Ryan, who can make up to 15 cases (a dozen jars in each) of the sauce in a 10-hour cooking session with the assistance of family members.

"So I'll be concentrating full-time on the business this summer and hopefully something can grow out of it."

Muil-E's received one of its most-encouraging compliments from Arlene Dickinson, cast member of the popular CBC-TV show *Dragons' Den*, at the opening of a nutritional store in Oakville recently. While pointing out that the world has enough hot sauces to choose from, the marketing mogul was apparently impressed with the KidPreneurs business model.

Muil has applied to be a contestant in the new *Pythons' Pit* entrepreneurial competition in Halton Region, a takeoff of the *Dragons' Den* format. Finalists will be named on March 23 and the participants will be vying for an investment pool of over \$150,000.

Ryan and Brittany also decided a few years ago to donate a portion of the proceeds from the Muil-E's business in the form of an annual bursary awarded to a CtK student who shows an interest in becoming an entrepreneur.

"It's been well worth it, more than we expected, and we're very proud of the kids," David added.

"We just have a messy kitchen a lot of the time."

"My God, I can't see!"

You can lose a lot more than your licence drinking and driving.



## Best Buy CORRECTION NOTICE

**NEWSPAPER RETRACTION FOR THE BEST BUY JANUARY 18 CORPORATE FLYER** On the January 18 flyer, page 7, this product: Kobo 6" Touch eReader (Black, WebCode: 10172313) was advertised with an incorrect specification. Please be advised that the item only has a 1GB storage capacity, NOT 16GB as previously advertised.

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The Regional Municipality of Halton

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- Appleby Ice Centre, 1201 Appleby Line
- Brant Hills Community Centre, 2255 Brant Street
- Burlington City Hall, 426 Brant Street
- Conservation Halton Administration, 2596 Britannia Road West
- Halton Multicultural Council, 860 Harrington Court, Unit 160 & 161
- Tansley Woods Community Centre, 1996 Itabashi Way

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- Gellert Community Centre, 10241 Eighth Line, Georgetown
- Halton Hills Civic Centre, 1 Halton Hills Drive, Georgetown
- Halton Hills Cultural Centre & Library, 9 Church Street, Georgetown
- Mold-Masters SportsPlex, 221 Guelph Street, Georgetown

### Milton

- Halton Multicultural Council, 310 Main Street East
- Halton Waste Management Site (Household Hazardous Waste Depot), 5400 Regional Road 25
- Milton Town Hall, 150 Mary Street
- Milton Centre for the Arts, 1010 Main Street East
- Milton Seniors' Activity Centre, 500 Child's Drive
- Milton Leisure Centre, 1100 Main Street East
- Milton Public Library - Beaty Branch, 945 Fourth Line
- Milton Sports Centre, 605 Santa Maria Boulevard

### Oakville

- Glen Abbey Community Centre, 1415 Third Line
- Halton Multicultural Council, 1092 Speers Road
- Halton Multicultural Council, D-11 380 Dundas Street East
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- Joshua's Creek Arena, 1663 North Service Road East
- Oakville Public Library Central Branch, 120 Navy Street
- Oakville Town Hall, 1225 Trafalgar Road
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