When we have a product line double in sales volume over a year’s time, it’s not our genius marketing that made it happen. It’s the product. That product is tried and true Granolae. The DeBart Schlotz family developed the nutritious breakfast and snack while they lived in Paraguay, and when they moved back to Ohio, the granola recipe made the 5,000-mile trip, too. Overnight guests raved about it, and so they decided to produce it for sale in their own bulk food store. For a while, it just sat on the shelf. The first hint of success was customers stopping in just to buy their granola. Now it’s sold in hundreds of stores. True — by customers across continents.

Mark Cohens