



# URBAN SWEETS

## PRESS KIT

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*Sweetly Social:* @urbansweetsco

*Visit us:* 222 West Blvd., Suite S114  
Wednesday-Sunday 1 pm to 7 pm

Client: Kristen Stewart, Owner Urban Sweets  
Created by: KD Crafted



## WHO WE ARE

Urban Sweets Co is a sweets concept created to bring joy to Charlotteans! Charlotte's sweetest sensation began in August 2021 with hand scooped ice cream. Ice cream is currently served via Sweetie, the best mobile cart around!

Perfect for corporate events, weddings, birthdays, graduations and even scout troop celebrations, we love taking our smile inducing ice cream cart all around the city and beyond; we can travel up to four hours for a same day event.

Corporate events account for the majority of our business; with many of Charlotte's largest employers being our customers.

## WHERE TO FIND US

In November 2022, we opened a retail shop in South End at The Winston (formerly Centro Square). In addition to our shop, we continue to participate in local popup events. Past events include Bayhaven Food & Wine Festival, Bop Around the Block, Charlotte SHOUT!, Girl Tribe, Merry at the Mint, Small Business Saturday in South End, South End Farmer's Market, Resident Culture and Town Brewing events.



# ABOUT URBAN SWEETS



## WHAT WE OFFER

The number one item offered is ice cream! We offer a delicious assortment of rotating flavors, or as we call them, favorites, including non-dairy and gluten free. Our favorites are often named for things related to Charlotte, like our rich vanilla, Queen City Cream; while our number one seller is Dilworth Delight, cookies and cream, but better. Our number one selling non-dairy is Carrot Mango and yes, it is better than it sounds!

Pricing is \$5 for small cups or cones and \$8 for large cups or cones. We also offer ice cream sandwiches and popsicles for \$5 and milkshakes at \$8 or \$5 each week for Thirsty Thursday and sundaes, with over 20 topping choices, for \$10.

Our monthly pint service provides four pints each month, plus a surprise, for annual membership of \$300 paid in full. Three, six and nine month options are also available.

Additionally, we offer seasonally inspired hand painted chocolates, macarons, cake pops and three tiered mini cakes. Prices vary.

We've expanded our coffee service to now offer espresso, lattes and of course, affagatos. And we're now offering build your own s'mores for in-shop or home enjoyment.

Event capabilities include ice cream, popcorn, cotton candy, hot and cold beverages, desserts, pastries, savory snacks and more upon request.



Did You Know?  
Urban Sweets will be the only  
ice cream shop in South End  
offering events.



## WHY VISIT?

Urban Sweets is the only ice cream shop in South End with both interior and exterior seating and an adjacent park; Wilmore Centennial Park at South End. We offer customers jump ropes, balls, hoola hoops and more for park enjoyment and coloring sheets for in-shop fun!

Our relaxed environment is great for delicious respite, a fun work outing and of course, family fun!

Our shop is community focused. From providing employment opportunities and internships for students to supporting local charities and volunteering, we're here to bring joy and give back.

## THE WHY



Did You Know?  
Urban Sweets offers or uses  
products from over 15 other  
small businesses

When we began, we decided on some areas of giving we would support. Those are: Access to Healthcare, Education, Financial Literacy and Voter Mobilization. You'll find us frequently partnering with those who can advance our impact.

## PILLARS OF PROGRESS

## IN-SHOP EVENTS

Whether events we plan or those we host for customers, our bright and fun atmosphere is great for a sweet social!

Seating up to 30, the holidays feature a visit from Santa and other family fun events. We will begin having seminars in January to give customers something fun to do in the coldest months!

## NOTABLES

Urban Sweets has Historically Underutilized Business (HUB), Small Business Enterprise (SBE) certifications. We were awarded a grant via the Beyond Open Charlotte fund sponsored by Wells Fargo and administered by the Foundation for the Carolinas that allowed us to purchase a van we aptly named Ice Cube!

In April, we completed Mecklenburg County's Business Launchpad Cohort and we're currently enrolled in Center City Partners' Hub for Inclusivity, Innovation and Entrepreneurship (HIIVE) program.

We have used the resources of Aspire Community Capital, the Small Business Development Center and the Women's Business Center for classes and support.

## GOALS

Telling our story is something we love to do!

Part of our story is our desire to be financially sustainable by having 100+ customers a day and book ten events per month January through April and 25 events per month May through December.

You can help us by telling our story too! We can speak on the following topics: Women Owned Business, Black Owned Business, HBCU Graduate, Food Business Business Successes, Business Challenges, Charlotte Business, North Carolina Business, Non Traditional Funding, Manifesting Dreams, Creative Gifts, Holiday Gifts, Hostess Gifts, Fun Gifts, Date Spots, Cheap Dates, Family Fun, Party Ideas.



# THE WHO

## FOUNDER

Kristen Stewart is a 14 year retail veteran with a shop of a different concept in South End.

A Greensboro native and proud graduate of North Carolina A&T State University, Kristen spent 13 years working for a Fortune 100 company in sales and marketing before embarking on her retail journey.

Kristen has lived in Charlotte almost 20 years and when not working, loves attending sporting events, performing arts, trivia, travel, visiting museums and of course, eating ice cream.

## PROFESSIONAL AFFILIATIONS

North American Ice Cream Retailers Association  
South End Business Owners

## FUN FACTS

Kristen is almost six feet tall. She jokes that her personality is even bigger!

Kristen, a hopeful romantic and optimist, loves hearts and stars so both are prominent in the branding.

Kristen believes ice cream is the perfect first date. It's inexpensive, can be short or long depending on the chemistry and gives a little insight to how adventurous, or not, a partner might be.

A former Girl Scout who received her Gold Award (Eagle Scout equivalent), she loves hosting scouting events!

Did You Know?  
The Urban Sweets cart  
is named Sweetie



I'm all about the fun and what's more fun than ice cream?

This ice cream is so delicious that sometimes I have to close my eyes and hum while eating it!

The hand painted chocolates are so pretty that people often comment, "they're too pretty to eat". My response, "buy them, admire them, eat them and repeat all steps!"

I love South End, it's such a diverse neighborhood and it's been good to me!  
To see the growth is amazing and exciting.

I've really searched to find the best combination of beautiful and delicious products. The look will bring in the customers, the taste will make them return.

Ice cream and sweets aren't new, but the way we're presenting them is fresh and inviting. We just want people to come often so our dream will be fulfilled.

I want this to feel like a community business. A friend jokes, that I've already put my immediate community to work. Yes, my family and friends have been instrumental in getting me to this point, from putting my cart together, to being taste testers, to working for free; I could not do it without my loved ones!

My first event was at Good Life at Enderly Park. Owners, Robbie McNair and Michael Gosby were so gracious to allow me to vend. I made \$178 and it felt like a million dollars. New businesses just need opportunities and they provided that. And their customers provided confirmation that what we thought was a good idea truly was. I'm forever grateful!

## EDITORIAL CONTENT

### QUESTIONS & ANSWERS

#### ***What's one of the proudest moments so far?***

Partnering with other minorities. We're often overlooked, underfunded and not aware of opportunities. Working with minorities is not settling, it's mesmerizing to see how much can come from someone with a chance. Over 90% of my vendors are minorities and wow, have they knocked my socks off time and time again.

#### ***What's some advice you have for start ups?***

Honestly, all businesses can benefit from leveraging their networks. I'm an Aggie and our motto is Aggies Do and let me tell you, truer words have never been spoken about a group of people. From starting off my crowdfunding with other \$7500 in 48 hours to increasing my social media accounts by 100 in the same time frame, the Aggies did! My friends, including non Aggies, rallied to help me with financial reporting, working for free, being taste testers, even putting together my cart; all things because they believed in me and I was strong enough to be honest about the help I needed. I have one friend who won't work in the shop or at events, but always buys me dinner at least once a week and is the first to buy pints of any new flavors and any gift boxes I have. Help comes in all forms; embrace it.

#### ***What inspires you?***

Joy inspires me. Joy can come in so many forms; laughter, appreciation, the arts, good music, sports, a corny joke, a well dressed person, a beautiful smile - whatever it is for you, it instantly changes your mood for the better. Ice cream and desserts are edible manifestations of joy; they elicit nostalgia and wonderful memories of bygone times.

