

Holly Cunningham/ Hollyberry Baking Co.

Holly Cunningham started the Hollyberry Baking Company nine years ago, in October of 1998 making sweets as corporate gifts. Three years later, the company started doing boxed lunches. Since then Hollyberry has grown, but kept their niche in corporate catering with daily boxed lunches and events.

Focusing on corporate catering, Cunningham recognizes what needs to be done to make a business event a success. "We are cognizant of the appropriate food items for corporate events," says Cunningham. "Both social events and corporate events are moving toward appetizers and away from sit down meals. People are also using more casual unique venues. It enables people to circulate."



Little Know Venue: "The Moto Museum and the Hoffman La Chance Gallery in Maplewood. The Museum of Transportation is also great for all day events with a picnic that are more casual."

Signature Dish: "We are known for small plates. So, basically anything that fits on a small plate we do, which is mostly breakfast, lunch, appetizers and sweets. We have an amazing spinach artichoke dip and honey barbecue chicken quesadilla purses. We're also doing a promo with a free gooey butter cake buffet."

Advice to Businesses: "A lot of people give 24 hour notice for events now. People tend to plan ahead, but make decisions late in the game. We can do that, but it is a challenge for the staff and product to do so."

Strange Requests: "We did a celebrity event, and we're a baking company, but they wanted a menu with no carbs. It shows that you always need to be prepared, because people have a lot of requests with different dietary needs depending on trends. Now people are more into just being healthful though. So we're doing more wellness, spa menus."