



Victoria Wilson of Door County Coffee & Tea Named Entrepreneur of the Year

Monday, March 15, 2004

The Door County Economic Development Corporation announced today that Victoria Wilson, co-founder of Door County Coffee & Tea in Carlsville, is the winner of the inaugural Door County Entrepreneur of the Year Award. The announcement came during the DCEDC Annual Investor's meeting at Stone Harbor Resort & Conference Center in Sturgeon Bay.

The new Entrepreneur of the Year Award celebrates those individuals who have taken the initiative to start and grow a successful small business in Door County. Eligible businesses include those with fewer than 50 employees that exhibit exciting growth potential and have at least three years of successful business experience.

Victoria Wilson's Door County Coffee & Tea has been providing freshly roasted coffee to their clients for ten years. The company began in 1994 in the Village of Forestville with two employees, including Wilson. They would create special coffee roasts, place all the sales calls and make all the deliveries. Early Door County clients who took a chance on the upstart company included The White Lace Inn, The Wagon Trail and The Inn at Cedar Crossing, all of whom remain clients to this day.

By 1997, the company had outgrown their original site and began construction of their 12,000 sq. ft. roasting and retail facility in Carlsville. Today, Door County Coffee has 27 employees and roasts approximately 2,000 lbs. of coffee daily. They ship wholesale to restaurants, resorts, B&B's, gift and gourmet shops, coffeehouses and grocery stores throughout the United States and have sold their products in France, Guam and the Dominican Republic. The retail shop is open seven days a week, year round, and features fresh bakery, light luncheon fare, coffee and espresso drinks. The shop also carries over 75 freshly roasted coffees, teas, gourmet foods and home décor items.

"It is our pleasure to recognize Victoria Wilson with the inaugural Entrepreneur of the Year award," said DCEDC Executive Director Bill Chaudoir. "She embodies the true entrepreneurial spirit and her ten years of successful growth are a testament to her ability. We hope her story will inspire many other entrepreneurs to start and grow strong businesses in Door County."

Founded in 1989 and celebrating its 15th anniversary in 2004, the Door County Economic Development Corporation is a public/private partnership dedicated to improving the economic vitality of the county and its residents. Door County Economic Development Corporation is located within the small business incubator DCEDC founded in 1997 at 185 East Walnut Street, Sturgeon Bay. For more information, please contact DCEDC at (920) 743-3113, on the web at www.doorcountybusiness.com or by email at sam@doorcountybusiness.com.