

Christina Moffatt

FEATURED TOPICS

It's Not Just a Cupcake: Transforming products into marketable ideas.

When Christina founded Crème Cupcake + Dessert in 2010, she was a marketing and management businesswoman without a culinary degree. She took a special recipe, unique flavor combinations and the enthusiastic support of her friends and family and transformed it all into a thriving business creating the most popular cupcakes and desserts in Des Moines, with a staff of 16 and plans to expand into national franchises in 2016.

Christina shares stories and strategies—how to transform a skill and product into a marketable idea and break out of the pack. The must-do small business start up checklist.

- The top four short cuts every business should avoid.
- How to charge more for what you do by standing up for what you do.
- Transitioning from subject matter expert to business owner.
- How to give your product a personality. Strategies to look beyond your product and incorporate your personality.
- How to create a long-term strategy that builds on the success of a simple idea.

How To Shut Up and Drive: how to grow your business by allowing others to take the wheel.

Five years ago, Christina abandoned a thriving corporate career to dedicate herself to baking. In spite of her self-described driven and perfectionist personality, Christina focused on expanding her team to match her dreams. With the help of her mother and several friends, Christina transitioned from an exhausted one-woman show in a home operation to a commercial kitchen and her first employees. Today the award winning Crème Cupcake + Dessert Bar is run by a strong team of 16, leaving her space to give back through extensive board work, and work on launching a national franchise.

Christina shares key strategies to business growth:

- The four pitfalls of doing it all yourself.
- Creating customers for life with her product and training checklist.
- Cultivating opportunities that lead to growth.
- How to get over the "one-employee-hump."
- Strategies to release the process without losing control.

Survive, Thrive and Balance: Navigating tough moments and balancing your dreams.

As Christina celebrated her premier on the Food Network's Cupcake Wars with a gathering of friends and family, she was also facing one of the most challenging moments of her life. Only five years before, she had hired her mother as her first employee and only seven months into her business, scored a 1000-cupcake event that transformed her business and allowed her to expand into her unique dream, a dessert bar and lounge. She consistently accumulated awards and accolades and was asked to film an episode of Cupcake Wars.

In the middle of this abundance, her mom suffered from a massive stroke that put her in the hospital recovering for several months. Christina found out she was 3 months pregnant only 3 weeks after opening her store. As her heart was torn between family and business, Cupcake Wars called asking her to film. Christina continued to thrive, focusing on the core of her dreams and building her family.

She encourages the audience with her story:

- How to turn difficult moment into transformational experiences.
- How to balance the needs of her family with her thriving business.
- The four situations you need to say no to.



Christina Moffatt

Since founding Crème Cupcake + Dessert five years ago, Christina Moffatt transitioned from a 10-year corporate career starting a journey as a mother, to pioneering an award-winning dessert bar, and partnering to take her business to a national franchise.

A baker since she could hold a measuring spoon, Christina combined her culinary skills with her management and marketing experience to create Crème Cupcake + Dessert, which expanded from a home-operated bakery to a commercial kitchen in less than a year.

From a dozen cupcakes for a single order to 2,100 desserts for the Vice President of China, or 4000 for Dam to Dam more and more people around are turning to Crème Cupcake + Dessert to find a way to satisfy their sweet tooth...and find their own joy.

In May of 2015, Christina partnered to take the dessert lounge concept nationally through franchise agreements. As a speaker, she shares her story of triumph and her unique strategies for turning a product into a powerful idea, growing your business by leveraging a team and balancing dreams and responsibilities through the rigors of success.

A graduate of DMACC and Iowa State University, Christina not only owns and operates Crème Cupcake + Dessert, and also serves as the Regional Director for the Iowa Small Business Development Center. She also devotes her time and talents to many local boards, including the Women's Reciprocity Group National Association Of Women Business Owners, the Greater Des Moines Leadership Institute, and the Des Moines Downtown Chamber, where she serves as 2011 President. Christina has won several awards for her business including DSM Top List Best Bakery, Cityview's Best Dessert, Sweet Equality Best Dessert, Runner up for the Iowa Mixology Competition and runner up on The Food Network's Cupcake Wars. Christina has also been featured in Pastry & Baking North America in the Regional Showcase and in Pastry & Baking North America as the Baker in Focus. Christina is also a Business Record's 40 Under Forty, 2013 Woman of the Year by the Metro Women's Network and Deb Dalziel Woman Entrepreneur Achievement Award Winner by the Iowa Small Business Development

Crème's National Opportunity

After five years of perfecting its business model and building a presence in Greater Des Moines, Crème Cupcake + Dessert is moving to a national level.

Crème owner Christina Moffatt has partnered with franchising experts to nationally franchise the Crème concept.

"It was always a long-term goal of mine to grow the business and expand further than Des Moines," Moffatt said. "I just knew it would take the right partners to make it happen."

What started as a hobby for Moffatt turned into a business in July 2010. Crème started as a wholesale and custom bakery, and after a handful of location changes, the business ultimately settled into its current space on 28th Street off Ingersoll Avenue in August 2012.

Crème plans to start selling units to established franchise operators and restaurant groups in second-tier markets with a goal of growing from the Midwest out. Early

Contact: info@christinamoffatt.com 515.803.9790

As Seen On

- Food Network Cupcake Wars
- CNN
- WHO TV 13
- KCCI
- ABC 5
- KCWI Great Day



As Seen On

- Bake Magazine
- Des Moines Register
- Wall Street Journal
- Business Record
- DSM Magazine
- CityView



Awards

- Sweet Equality Best Dessert 2012, 2013
- Project Variety Best Drink 2012
- CityView Best Dessert 2012, 2013 Runner Up 2014
- Business Record's 40 Under Forty 2011
- 2013 Woman of the Year by the Metro Women's Network
- 2012 Deb Dalziel Woman Entrepreneur Achievement Award
- DSM Magazine TopList Best Dessert Runner Up 2014

