

# Small Business Success Awards 2004

**Center: Monmouth Ocean SBDC  
Client: Clarisse Persanyi  
Business: All Things Cranberry  
36 Beach Road #12  
Monmouth Beach , NJ 07750  
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[www.allthingscranberry.com](http://www.allthingscranberry.com)

**Clarisse Persanyi started All Things Cranberry last year as a retail operation in Monmouth Beach, nestled among Victorian homes complete with wraparound porches reminiscent of years past. But do not let the rustic setting fool you, All Things Cranberry is a modern thriving operation with five separate business components.**

**Persanyi took a ten-year interest in cranberries and turned it into a new business. After spending years doing product research, she discovered that one of the most underutilized fruits is the cranberry, high in vitamins, minerals and cancer fighting antioxidants. In addition, it has an understated flavor that lends itself well to variety of combinations: muffins, chocolates, condiments and sauces.**

**Next, Persanyi researched information on starting and financing the business by taking seminars at the Monmouth/Ocean Small Business Development Center (MOSBDC), the "Start-up Workshop," "Financing A Small Business and A Business Plan." The MOSBDC helped Persanyi with her start-up paperwork in January of 2003. Then, with a \$125,000 home**

**equity loan from Fleet Bank, Persanyi opened her retail operation in September.**

**A public relations campaign yielded articles in the Two River Times, the New York Times Dining In section, the Asbury Park Press and the Star-Ledger. Then NBC's Al Roker read the piece in the New York Times and shot a segment on All Things Cranberry for his show, "Recipe for Success." Lastly, The Food Network featured a show on "Women Bakers ... four women who were fed up with their jobs and decided it was time for a change" featuring Persanyi.**

**All this publicity, coupled with innovative products, has created growth beyond Persanyi's wildest dreams. Her company has expanded into several businesses, the original retail area, a new wholesale area, manufacturing, Internet business, full menu catering and her newest creation – daily take away dinners, All Things Cranberry's product line has expanded from the original 18 products to over 90, literally from soup to nuts.**

**The company has two full-time employees, including a baker, and a part time staff that expands with seasonal demands. She has outgrown the retail cooking facility and needs more storage for the wholesale business as well as more staff to serve these new growth markets. Currently, Persanyi is looking at another round of financing to fund the expansion and keep up with the sales.**



***Secretary Bauer shakes hands with Paul Rinaldi, Assistant Director of the Monmouth/Ocean SBDC. Client Clarisse Persanyi***

***operates All Things Cranberry. Bill Nunnally (right) is the Director of the Monmouth/Ocean SBDC.***