

There's Nothing Bitter-Sweet About *this* Chocolate-Covered Story

Having two generations of hand-dipped chocolate-making relatives convinced Steve Hatch that there must be some strong potential to turn a family passion into a successful business. And having a new wife who loved to bake pastries didn't hurt either.

Even though his extended family was very dubious about Steve getting into the chocolate business full-time, he and his wife Kate Masterson were convinced it was something they both wanted to do.

As confirmation that their decision was the right one from the start, neighbors surrounding the small Hatch Family Chocolates shop on 4th Avenue and E Street embraced and supported the new addition to the Avenues.

"We love the Avenues area," affirms Steve. And the neighborhood has reciprocated. "When we were looking for a new location to expand our operations, people kept telling us they wanted us to stay in the Avenues. But, we wanted a location big enough to handle our current and future needs, so we looked in a few other areas as well. And, we especially wanted to own our building, which we didn't have on 4th Avenue."

The financial benefits from their stint on TLC's *The Little Chocolatiers* in 2010 enabled Steve and Kate to purchase the well known 8th Avenue Market from the Spencer Family. With the financial backing of an SBA 504 loan through Zion's Bank to purchase the building, and an SBA 7(a) loan to help with working capital and specialized equipment needs, Hatch Family Chocolates undertook an extensive remodeling of the 1964-built structure located just east of LDS Hospital.

"The Spencer Family wanted another family-owned retail operation in the building to carry on the legacy that Bill Spencer started with his 8th Avenue Meats and Grocery," recalled Steve. "We were fortunate to have Scott Anderson, President and CEO of Zion's Bank, and an Avenues resident pulling for us, and helping us navigate the process of buying and renovating the building. We are very pleased with how it all turned out."

"We have a tremendous amount of capacity to expand, and to operate more efficiently compared to our previous location. We plan to begin offering pastries made by Kate in the very near future," Steve revealed.

"While being in business is always challenging, we're excited about the future, and the strong support we've received from our neighbors and Zion's Bank. That's what community is all about."