

This case study is about Klara Sotonova who at the age of 19 moved from the Czech Republic to the US. Klara wished to make her dream of owning her own business come true. Therefore Klara's Gourmet Cookies was established in 2006. The village Klara comes from is Chrast which is a village of about 5000 residents. Chrast is situated two hours south east of Prague. Due to the fact that the Czech Republic followed a very communist regime, she as well as her family did not have easy access to mass produced baked goods compared to the US. Klara's grandmother passed down her rich Czech baking traditions to her as it had been done in her family for generations. Now the tradition has been brought to the public.

If you would like to find out more please follow this link: KlarasGourmet.com