

# SHOUTOUT LA



LOCAL STORIES

## Meet Kristie DeStefano: Baker

We had the good fortune of connecting with Kristie DeStefano and we've shared our conversation below.

### **Hi Kristie, we'd love to hear more about how you thought about starting your own business?**

I have been making chocolate chip cookies for over 20 years. It's a family recipe that I mastered quickly and have been bringing them to parties and get togethers for years! A few friends asked if I would package and sell my cookies for corporate gifts during Christmas time so I did, and even though they were well received, I never seriously considered being in the baking business. But then 2020 came... I started noticing food pop-ups and began communicating with different vendors when it hit me – why not me? Why not sell my cookies? So, I created a name, launched a website and got the word out on social media.

It started out with just my inner base but little by little my

orders increased, and by the holidays, hospitals, TV productions, social media followers, and friends of friends were ordering my cookies. It showed me that there was a demand for my product that surpassed family get togethers. Now in 2021, I am looking to expand my business by doing my own local pop-ups and continue the expansion of my social media platform as well as other forms of networking.

**Alright, so let's move onto what keeps you busy professionally?**

I have been a stay at home mom for the last 8 years so I am new to this business but, I'm excited to share my product with as many people as I can. I am not a professional baker but I can tell you that my cookies are the best you will ever eat! The hardest thing is baking at home with my kids around and not being able to give them attention.

**Any places to eat or things to do that you can share with our readers? If they have a friend visiting town, what are some spots they could take them to?**

If my best friend were to visit I would take her to the beach...my favorite beach spot is Point Dume. We would hike Runyon and Fryman Canyons...the views are picture perfect. As for dinner it would have to be Sushi at Teru...I have been going for years and it's always delicious. The Grove is always a fun place to visit and usually you will have a celebrity sighting. During the pandemic I discovered Gourmet 47 Caffe in Studio City so we will for sure go there for breakfast or lunch.

**Who else deserves some credit and recognition?**

Like many people I am surrounded by some of the most amazing women. But one in particular is my neighbor/friend Liz who has always encouraged me to start my cookie business. She was the driving force to get Kristie's Cookies up and running. She created my website, designed my label and even shows up at 4am to help with my large orders. Besides

my husband, she is my biggest cheerleader. Everyone needs a Liz in their life.

**Website:** [kristiescookies.com](http://kristiescookies.com)

**Instagram:** KristiesCookiesLA

**Facebook:** KristiesCookiesLA

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