

# BizSnaps

A Snapshot look at local businesses



**Your Name:** Wendy Karr, Edna Tuttle

**Title:** Owners/Operators

**Business Name:** Bass Creek Espresso & Catering

**Address:** 5409 Afton Road, Afton WI 53501

**Phone:** 608-365-4337

**Directions & Business Hours:** County Rd. D, only 5 miles from Janesville or Beloit. New Hours starting March 1st: 7am – 2pm Tues. thru Friday, 7am – 4pm Saturday.

**When was the business started?** The restaurant and coffee house opened August 28, 2007. We have been catering for more than 25 years.

**Describe your products / services** Coffee House and homemade gourmet food at restaurant prices. Our signature roast beef on a ciabatta bun is very popular. We are becoming increasingly more famous for our cinnamon rolls, Door County cherry nut cinnamon rolls and pecan buns. We are always trying new dishes.

**What product, service or philosophy differentiates you from your competitors?** Not a push button operation. We serve quality, homemade food, lattes and cappuccinos.

**How did you get interested and/or started in this business?** We already had the building and wanted a coffee shop, so we upgraded the dining room from a greasy spoon to a comfortable restaurant and coffee house.

**What kind of training or background do you have?** Wendy has been catering for about 23 years with her mother, Edna. They opened Bass Creek Café in 1992 – 1995. Wendy also waitressed at other restaurants for a short time. Edna was employed previously as head cook at Sentry Foods in Beloit as well as Beloit College Fraternity House.

**What have you learned from this business?** We love people! We also discovered that people love quality homemade foods.

**What are your future plans for your business?** To expand with WIFI and live music. Also night hours.

**What or who has had the most influence in the way you do business?** For me, Wendy, I would have to say my mother, husband as well as a previous partner, Lynn of Edna & Lynn's' Catering.

**Do you have a favorite saying that applies to your business?** Great quality food, friendly service; proudly serving the best coffee around "Alterra" Wisconsin's Big City coffee in a Country Coffee House.



**What have been some of the challenges you've faced and how did you work them out?** Having everything work together to make our place inviting and homey for our patrons. Getting more people to try our great food, so they'll be back.

**What do you find most rewarding about this type of work?** Having people really enjoy the atmosphere in our unexpected spot in the world.

**What type of customers use your products / services?** People who enjoy comfort and quality and can find new friends over great coffee.

The Janesville  
**Gazette**

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