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A PIECE OF LOVE CAKE AND GIFT SHOP

In 2018, Ana Gonzalez decided to make her long-time hobby of cake-baking into a business venture. But Ana had dreams of opening a storefront for her business, and in 2020 she sought WWBIC's assistance.



After securing a Kiva loan, Ana was able to open A Piece of Love Coffee + Cake in West Allis in February 2021. Her business specializes in Latino-inspired flavors through custom cakes, espresso drinks, as well as other cookies, sweet treats and baked goods. The store also now includes a gift shop and has become a popular destination in the community.

“WWBIC helped me start my small business and continues to help me connect and meet more people that can educate me to reach my small business highest potential,” says Gonzalez. “I am incredibly grateful for the amount of help, guidance and highly qualified individuals I have met along the way. All of this has helped me see, learn and expand my knowledge to continue moving forward.”

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Ana hopes to open another location in the future with a drive-thru which focuses on their Latino-flavored coffee, and includes a place with inside seating for customers to study, chill and elevate their mood.

pieceoflovemke.com

Owner:
Ana Gonzalez

Business Location:
West Allis

Employees at Business:
3

Total Investment:
\$17,500

WWBIC Support:
Training, Grants,
Kiva loan, mercado



mercado@WWBIC

Online Marketplace and Directory for Latino Businesses

