



Cooking Up
Business video



ARTY'S SWEET TALK CUPCAKES

Artaynia Westfall, aka Chef Arty, started her culinary career as an ice carver with Joe Bartolotta. She continued on for 35 years in the food industry to become an executive chef, and her passion for food is equaled only by her passion for teaching children.

One day, Chef Arty had an epiphany – “stressed” spelled backwards is “desserts” – and not only that, but desserts themselves relieve stress. As a result of this realization, Arty’s Sweet Talk Cupcakes was born. From cupcakes, to macaroons, to brownies, she creates delicious desserts you remember long after taking the first bite.

With WWBIC’s and Black Business Boost’s help, Arty has been able to rent a shared kitchen space and create delicious and healthy food alternatives, including a brand that she developed called VGP (Very Good People who eat Vegan, Gluten-free, and Plant-based) meals.

“My love for vegan, for making something that looks familiar but is healthy, that is what I want to continue. Life is about food, what we put in our bodies will eventually heal us and take away our hunger. It is what gives me passion and all I can do is live passionately,” she says. “I wouldn’t take one step back in my journey, especially working with Wendy and WWBIC because they have really been there for me. There have been times when I didn’t know how I was going to do something, and then I called WWBIC and they made things happen. They create possibilities and connections.”

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artyssweettalkcupcakes.com

Owner:
Artaynia Westfall

Business Location:
Milwaukee

Employees at Business:
1

Total Investment:
\$7,500

WWBIC Support:
Black Business Boost,
Trainings, Grant



Black Business Boost

*Training and Lending Program
to Strengthen and Expand
Black Business Ventures*

