

# LIZ GILBERT

Owner: Gilbert's Gourmet Goodies  
Sandy Hook, CT



“At WBDC you don't feel like you're on your own.”

- Liz Gilbert

Liz Gilbert's food allergies forced her to create her own recipes for baked goods that she could eat, but that her family would eat as well. When people said, “Wow, these taste like REAL cookies!” she began her entrepreneurial journey.

After leaving a human resources job in corporate America, Liz turned to the WBDC for help in developing her business idea. By enrolling in the Hands-on-Marketing class, Liz gained the knowledge she needed to launch her business of providing baked goods for many others with food allergies. Liz loved how supportive the WBDC was throughout the entire process. She described the team as smart, friendly, business-minded women who are constantly looking to help their clients. Since the start of her participation with the WBDC, Liz has been featured in the Member Showcase, as a give-away during a WBDC breakfast event, and has even placed many of her products in other WBDC member's retail locations.

Two years ago, with the support of the WBDC and six months of experimenting, Liz opened up Gilbert's Gourmet Goodies, a line of gluten-, wheat-, soy-, corn-, nut- and preservative-free baked goods that has successfully fooled tasters and critics.



[www.gilbertsgourmetgoodies.com](http://www.gilbertsgourmetgoodies.com)

