

Meet LaToya Robles Chef and Owner of the Salted Crust Bakery

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

Hi LaToya, what role has risk played in your life or career?

There is risk in pretty much everything we do. Even if you aren't doing anything, that is a risk. The risk of missing opportunities or encounters that can push you further on this journey of life. A simple definition is the possibility or chance of loss, danger or injury. Within that definition though, I focus on the words possibility and chance. Many people don't take the leap because the possibility of failure may be too great or overwhelming. But there is a chance it isn't. Starting a business is risky. What if it doesn't work? What if I don't get funding? What if it all falls apart? These are valid questions, but I would encourage anyone to ask the opposite also. What if it does work? What if you do get funding? What if it's successful. It can be scary and it was scary for me. I risked moving to Texas on my own. I risked going back to school and working full time. I risked started a business in an industry that's pretty saturated, but I did it anyway and now I have no regrets. I had a concept that was different and that's what I focused on. The first few months were rough, but inch by inch, day by day, I kept pushing through. Now I have a solid client base of repeat customers, corporate clients and new people are finding me through word of mouth, which is the best form of advertising for small business. I'm grateful. Being in your comfort zone is nice, but nothing grows there. Even if you take a chance and you 'fail', now you know what not to do next time. All things work.

Let's talk shop? Tell us more about your career, what can you share with our community?

Food is art. My creations are art. People eat with their eyes first and my goal is make your dessert beautiful. Nothing is too small. A chocolate covered pretzel gets the same amount of love and effort as our custom cake orders, it's that simple. I want people to say 'wow' when they open that box of treats. Every time my client says 'it looks too pretty to eat', I know I did my job. That's my goal. I put a lot of work and effort into my desserts because I want each of my clients to feel special. I want them to know that their order was customized and made with them in mind. That is what sets me apart. At least in MY mind. I listen to my clients and I ask them questions about what they like and incorporate that into their desserts. If I can make my client's cupcakes or berries not only beautiful and delicious, but reflect exactly what they wanted, I'm satisfied as a business owner. I'm proud of that. This road wasn't/isn't easy. I started the company while working full time in Benefits Administration and attending culinary school part time. You just keep pushing. Keep going. There are times when I want to quit, when I don't see the sales or an idea I had didn't do so well, but that's how you learn and grow. I was talking to a friend of mine about small businesses and she said behind the business is a story. It's someone's dream, their life savings, their blood, sweat and tears, their sleepless nights. My brand/company encompasses all that. But it's worth it when you are doing what you love and you hear a client tell you 'I'm never ordering store bought cupcakes again'.

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?

Well this is all pre COVID-19. Ironically, I'm a homebody but some of the places we have to go are: Of course for breakfast, we are hitting up the best donut spot in DFW, DoughBoy Donuts in Fort Worth. They have a sausage, egg and cheese breakfast sandwich on a glazed donut with fresh squeezed orange juice. I mean, come on. We would visit Lost Oak Winery in Burelson to tour their vineyard and sample some wine while we caught up on what's going on with each other. Shopping is in order, so we will be hitting up the outlets for some retail therapy. I would also take her to the Fort Worth Botanical Gardens. The grounds are beautiful, especially the Japanese garden. We would go salsa/bachata dancing of course. Burn off the calories from the wine and donuts. I'm a total foodie so we will be eating ALOT. We will definitely dine at Roy's, Hillstone, Gyu-Kaku and Hearth Cafe. We will be visiting the lovely folks at Poured, Mansfield. They are the best. Finally, church services at Grace Revolution. Sounds like a pretty solid week of fun, food and fellowship.

The Shoutout series is all about recognizing that our success and where we are in life is at least somewhat thanks to the efforts, support, mentorship, love and encouragement of others. So is there someone that you want to dedicate your shoutout to?

Oh man, this road was not traveled alone. There are many people and groups that have helped me along the way. There are a few people/groups that have been very pivotal. My BLING ladies of Mansfield (Business Ladies in Networking Group). Most of my business comes from these strong lady bosses. They have encouraged and supported me and have been instrumental in referring me to their friends and clients. They are amazing. My right hand gal, Mrs. Klein. She's there whenever I need her to assist at events without fail. I know she has my back and my company's back. Family of course, my forever sounding board of questions, decisions, ideas, should I's, can I's and what do you think. My coaches for keeping on track from a business and financial perspective. My Culinary Instructor at TCC, that has taught me more than she realizes. The continued support of The Baysmore and Halley families. We are a family company. Every customer, friend, volunteer, employee and referral, they are family.