

Today we'd like to introduce you to LaToya Robles.

So, before we jump into specific questions about the business, why don't you give us some details about you and your story.

The Salted Crust is the result of my love of food, divine inspiration and a giant leap of faith.

My grandmother was a chef and my uncles owned a food truck back in the Virgin Islands. I grew up around food and understand it's such simple yet powerful thing. I'm finishing my culinary degree but have been cooking all my life.

In the past few years, I've been to several parties/events where there was always someone that couldn't enjoy dessert because they didn't particularly like chocolate or they couldn't eat nuts or the texture of lemon mousse wasn't their favorite. Everyone should be able to enjoy dessert. Then one night, the concept of my company just came to me: Create an interactive dessert experience where everyone can have the dessert they want on their own terms.

Based in Mansfield, we have many tempting treats to offer, but our fan favorites fall within 4 culinary concepts designed to entice your taste buds (Chocolate Collections, Build Your Own Dessert Interactive Experience, Custom Ordering and Naughty Pleasures_Adult Desserts). Our chocolate collection includes chocolate-covered strawberries, cake pops, pretzels and oreos that can be fully customizable to match any theme or event you are celebrating. If dipped treats aren't your thing, choose from our bundt bundles in delicious flavor combinations including pink lemonade, vanilla shortbread and salted caramel delight. Or build your own dessert from our list of 18 sauces and toppings.

We are a new mobile bakery that celebrated our one year anniversary on October 1st, 2019. We are supporters of our community and believe in community over competition. Our clients are our family and we strive to provide excellent service with our tasty treats.

Great, so let's dig a little deeper into the story – has it been an easy path overall and if not, what were the challenges you've had to overcome?

We are still very new, just over a year, so navigating through the challenges of being a new company in a fairly saturated market is difficult. Not only am I dealing with Big Box Stores and their bakery selections, but there are tons of home bakers and smaller bakeshops all over the metroplex. So, I had to find a way to be different in what I offer to my clients.

Also, being such a small and new company, I don't always have the resources available to me that some of the established and larger bakeries may have. The Mansfield and Fort Worth community has been very supportive and they promote small businesses like mine.

Alright – so let's talk business. Tell us about The Salted Crust – what should we know?

What makes us different is YOU, our clients. You create your own dessert. You create your own experience.

We are different because our concept is interactive and allows our clients to toss caution to the wind and create their own masterpiece. You want peanut butter sauce on your cake, OK.

You want marshmallows and sprinkles on your brownie, no problem. There are no rules when it comes to dessert.

We specialize in customized mini cakes, chocolate covered treats and full-sized desserts. Right now, our big seller is our Pumpkin Spice Latte Cake with salted caramel and toffee bits.

I'm proud that we are able to maintain our quality standards with our clients. I'm also grateful that I have made many long-lasting friendships with my clients, they are truly family.

Is there a characteristic or quality that you feel is essential to success?

I think being consistent with my product quality and adding those personal touches are important.

Big commercial bakeries aren't going to send you a Thank You card for ordering from them. They won't remember that you ordered a birthday cake last year and check-in with you next year to see how they can help make your day special.

I build on the relationships that I have made with my clients and I support them as well. Many of my clients are small business owners and I try to support them in their endeavors also. It's all about community and making my clients feel special. I appreciate them so much and I make sure they know that.