

2023 i.d.e.a.WF Winners



Seasons Eating Snack Company, LLC – Todd Artigue & Cara Mullenix-Artigue

Todd Artigue's greatest passion is food. He began cooking as a child and graduated with his Culinary Arts degree in 1999. Todd is also a purist who loves to bake. Because he & his wife, Cara, have "a sweet tooth" and family histories of diabetes, heart disease, migraines, and obesity, he began looking into ways to bake snacks that would not cause adverse health effects.

In June 2020, Todd & Cara began taking their gluten free and refined sugar free items to the farmer's market. Today they are officially Seasons Eating Snack Company, LLC, a wholesale manufacturing company, specializing in granola bars made with organic ingredients and sweetened with honey, coconut sugar, and dates. They have 8 primary flavors that are available year-round and also offer seasonal flavors.

Seasons Eating Snack Company recognizes that nature has provided us with the food we need to maintain personal health, so eat with the Seasons, snack with the Seasons. "Making better for you snacks."

Season's Eating has seen continual growth since 2020 and they currently sell to 5 local businesses, however, they are ready to take it to the next level. They will use i.d.e.a.WF prize money to help purchase equipment to greatly increase their production capacity. Increased capacity will allow them to approach Natural Grocers and other major grocery store chains.

Seasons Eating Snack Company, LLC was awarded \$25,000 for equipment.

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Snookies Craft Kitchen – Pedro & Jessica Cruz

Pedro & Jessica Cruz have over 20+ Years of experience in food service, hospitality, weddings and corporate events. They currently own businesses in Grapevine and Mineral Wells, but there is a special draw to Scotland Texas– the town of about 400. It is where Jessica’s mom, aka “Snookie”, grew up and where Jessica enjoyed summers with her grandparents.

Snookies Craft Kitchen is a small-town restaurant with big taste. “Chef D” and his homemade creations are providing delicious meals to the community and surrounding towns. Snookies offers lunch and dinner Wednesday through Saturday and brunch on Sundays.

Nestled on the north side of Scotland, just 20 minutes south of Wichita Falls, Snookies is quickly becoming known for their chicken fried steak, catfish and loaded mac & cheese.

Snookies Craft Kitchen was awarded \$15,000 for catering equipment.

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Alley-Alley Business Services, LLC – Leslie & Boyce Alley

Leslie Alley's interest in bookkeeping began in the early 2000s when she took a class through H&R Block to help her prepare her own taxes. After earning her MBA she decided to go all in and began working for Johnson & Hoffman, as a staff accountant. But at the end of last year the CPA's announced they were retiring and closing the business. Leslie couldn't stand the thought of leaving the clients she had worked with for over 10+ years, so she and her husband Boyce bought the bookkeeping and payroll part of the business. And thus - Alley- Alley Business Services, LLC was formed.

Alley-Alley offers support for small businesses by providing a variety of essential bookkeeping and related business services such as payroll, sales tax, and accounts payable. They help small business owners by performing tasks the owners struggle with, do not understand, or do not have time to complete, so that business owners can get back to running their businesses. They function like an in-house bookkeeper and provide the owners with timely information needed to make the best decisions possible.

Alley-Alley Business Services was awarded \$5,000 for computer equipment.

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HomeTex – J.D. Dixon

Have you ever wanted to set your thermostat, run your sprinklers or check if your garage door is up, all from the comfort of your sofa? Even more important - is your door locked and your alarm set to “away” *right now*? Ever lost your house key - what if your thumbprint was your key to your front door?

HomeTex offers solutions to these problems and much more.

J.D. Dixon grew up around construction and the electrical trade. His father and grandfather both worked as electricians and he spent his teenage years pulling wire on construction sites. J.D. went on to earn a degree in architecture, a master's in architecture and is a registered architect in Texas.

HomeTex is your local expert for home and personal tech consultation, installation and maintenance. They offer a wide variety of technology services that specialize in home automation and controls. Serving homeowners, property managers and small businesses; some of their other services include equipment installation and setup for networking, home theater, security devices and energy monitoring.

HomeTex was awarded \$5,000 for equipment and marketing.