



Toledo, Ohio



Success Story

Holey Toledough: A Business All About the Dough

Toledo native, Chris Ritter has worked in the food industry for many years. With a talented skill for handcrafting gourmet doughnuts, he decided to turn his passion into a sweet business.

With a play on the word “Toledo”, Ritter named his business “Holey Toledough” to connect his customers with a fun, and Instagram-worthy experience. Ritter works tirelessly through the night, handcrafting his doughnuts to perfection, and then delivers them the next morning to retailers.

From maple bacon toppings to whipped butter cream, this is just the beginning for this hungry and inspiring entrepreneur. In 2014, Ritter decided he needed help developing a business plan, so he made a visit to his local Ohio Small Business Development Center (SBDC) at the Toledo Regional Chamber of Commerce for help.

“From day one, the SBDC team supported me,” Ritter remarked. The SBDC team worked with Ritter on starting his business along with developing a business plan and setting financial goals.

Rather than jumping into a lease agreement and offering retail sales, Ritter tested the market by offering doughnuts in wholesale to existing businesses. “This business model allowed Chris to reduce the start-up and overhead costs, while growing his business in a measured and sustainable way,” said Bill Wersell, Director of the SBDC at the Toledo Chamber of Commerce.

“Bill and his team have been my lifeline throughout the entire process,” Ritter added. “Before I do anything, I consult them [the SBDC team] first.”

With a combination of strategic business moves and endless hard work, Holey Toledough has generated more than \$70,000 in sales from the beginning of this year to date. Currently, the business projects significant growth in additional sales before opening a standalone retail space in Spring 2017.

“The future for Holey Toledough is sweeter than ever,” said Ritter. Currently, Holey Toledough doughnuts are sold at eight retail locations in the Toledo area. Ritter also sells his doughnuts on Saturdays at the Toledo Farmer’s Market and typically runs out within an hour.

“Holey Toledough has been so well received by the Toledo community and our supporters,” said Ritter. “Whenever I get asked about how to start a business, I tell them ‘Step One, visit your local SBDC.’”

For more information about Holey Toledough or to order your next dozen, visit: holeytoledough.com

For more information about Ohio Small Business Development Centers (SBDC) programs and resources, visit: sbdc.development.ohio.gov