



ASBTDC CLIENT STORY

Krutz Leads Growth of Big Cuppa

Jaim Krutz is the majority owner of Big Cuppa, LLC, a coffee business in Morrilton, Ark.

Krutz opened Big Cuppa in 2017 with her husband, Marty. One of their goals was to help revitalize Morrilton's downtown. The coffee shop took off, and after completing a five-year growth plan in only two years, Jaim knew that she would need assistance with deciding what future opportunities to pursue and how to scale their business.

She reached out to Ronda Hawkins at the Arkansas Small Business and Technology Development Center at nearby Arkansas Tech University. Since 2019, Hawkins has advised Krutz on equipment financing and plans for expansion and COVID-19 relief funding.

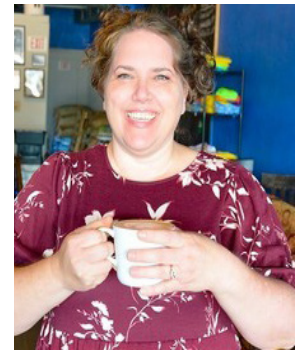
Hawkins recommended that she apply for the 2021 Emerging Leaders Program offered by the Small

Business Administration. Krutz called her participation in Emerging Leaders "life changing." She has also attended numerous ASBTDC seminars and webinars.

The business has grown into a multi-site operation with 13 employees.

In addition to its downtown coffee shop and separate drive-thru location, Big Cuppa now sells syrups and coffee all over the United States and abroad. Since adding a roastery, the company is looking to expand its wholesale market.

Krutz was named the 2022 Arkansas Small Business Person of the Year by SBA.



Arkansas Small Business and Technology Development Center

asbtadc.org | 800.862.2040