

2007 Emerging Business of the Year



Name of Business	KC's Cippi Salsa
Owner	Kimberly & Christopher Sandoval
Nature of Business	Specialty Foods
City	Hugoton, KS/Kismet KS
County	Stevens/Seward
Phone	620-544-1501
Website	www.cippisalsa.com
Business Structure	Partnership
Business Began	May 2006
Employees at Start Up	1
Employees in 2007	5
KSBDC Counselor	Patricia Veasart

“The KSBDC helped us to find doors to open that have made our business prosperous and brought our dreams to reality. Knowing they are there when I need them is a great reassurance for me. It’s wonderful to know I can call them for advice or just information and they’re always glad to work with us.”

Kim Sandoval, Owner

Kim’s family and friends knew she made great salsa long before she contacted the KSBDC to expand her business. Her son, Chandler, had used her salsa to raise money for FFA projects in high school. When they lost Chandler in an auto accident the summer before he was to attend college, Kim decided to keep building on his faith in her skills. KC’s Cippi Salsa was founded initially to start a scholarship foundation and now it not only does that but continues to grow beyond Kim’s wildest dreams. The company has expanded to include dessert dips, dry rubs, candied jalapenos and jalapeno bread-and-butter style relish.

Her products have been honored with Scovie Awards for the 2008 National Fiery Foods Show in Albuquerque, New Mexico. The “Sweet & Hot” relish took 2nd place and the “Authentic Red Dirt Rub” placed 5th at the show.

“There is no failure, except in no longer trying!”

As her salsa sales grew, Kim approached the KSBDC to talk about mass production of her products. She considered doing it herself but instead decided to find a company that would allow her to have tight quality control and use her own recipes. She redesigned her label and increased her exposure at local fairs and exhibits. She also worked with grocery stores to feature her products and now has her products in several states and regional grocery stores.

The GCCC KSBDC worked with Kim on her business plan and financial projections to fund the purchase of a convenience store in Kismet, KS that not only provides an outlet for her salsa and other products but also fills a need in a the small community by offering 20+ products, etc. “The KSBDC went out of their way to work with us in the beginning and we appreciate their support all along the journey, Kim explained.”

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