



*Read an interview with **Teresa Berriman**, owner of **The Rustic Bean** coffee shop. Teresa provides some interesting insight on her business decision to come to Cobourg, how business is going and why you might consider downtown Cobourg if you are opening a new business!*

1. Why did you choose downtown Cobourg for your business?

I chose Cobourg because of its beauty – it’s an idyllic town located right on Lake Ontario. Cobourg is “up and coming” as more people move from the big city to our town. It’s becoming a trendy and hip place to live and work.

2. Since opening, how’s your business doing?

Business has been growing and will continue to do so as I’m expanding our brand into a different model. Stay tuned for more on that!

3. What is your favourite *or* memorable customer story?

I could not honestly say that I have a favourite customer story as there are just too many to single out one. But I will say that my favourite collective memory has to be just how close that I have become with my customers and how much I appreciate their support, especially of being a women entrepreneur.

4. What do you consider to be your greatest achievement since opening your business?

Opening a business always has its proverbial “bumps in the road”, and opening The Rustic Bean” was not different. When thinking of my greatest achievement, I would have to credit my innovative thinking in smoothing out the road bumps and still be able to grow and expand the business to give my customers what they want. I always want to be on the edge of what a café can and should be, always offer the best service, quality and customer experience to everyone who walks through my door. I want to give “big city options and services” while not losing sight of the customer connection.

5. What’s the secret to your success?

I’d like to think that the secret to my success is just being real and genuine. It’s so important to me that everyone feel comfortable and relaxed when they walk into The Rustic Bean. Couple that with delivering quality and exceptional service every time, and you’ve got a winning experience.

6. What do you want your customers to remember when they leave your store?

What I’d like my customers to remember the most is that they had a joyful time at The Rustic Bean. This is my reason for being in business! If I can give anyone even just ten minutes just to refuel and rejuvenate, to get ready for the rest of their day, then I have done what I set out to do – given them a memorable experience! ♦