

MAMA ROW'S CARAMEL PAIN INTO PURPOSE.

Founder leadership, CPG execution, customer love and legacy-centered growth

FOUNDED MARCH 2023 · JONATHAN + LOUISEA HUDSON · SEATTLE-BUILT FAMILY BRAND

QUANTITATIVE LEADERSHIP / THE RECEIPTS

\$184

STARTING CAPITAL

Launched by selling
caramel cakes

\$200K+

LIFETIME SALES

Publicly stated
lifetime milestone

16K+

CUSTOMERS SERVED

Across direct, events,
retail and wholesale

2.3K+

FIVE-STAR REVIEWS

Customer trust at
community scale

5.0

GOOGLE RATING

Public Google Business
Profile rating

40%+

REPEAT PURCHASE RATE

Documented strong
repeat customer base

70%

PACKAGING COST REDUCTION

China sourcing channel
for printed packaging

7

A&M ALUMNI TEAM

Cross-functional
founder team

COMPOSITE CASE STUDY / TURN THE STORY INTO A SYSTEM

01 / BUSINESS CHALLENGE

Turn grief and a family recipe into a durable CPG brand.

Protect quality and meaning while
building products, channels, sourcing,
customer experience and cash flow
with founder-stage resources.

02 / LEADERSHIP MOVES

- Codified recipes, pricing, vendors and scripts.
- Built a multi-product, multi-channel offer.
- Reduced printed-packaging cost by 70%.
- Connected commercial-kitchen ops to demand.
- Made advocacy and service part of the brand.

03 / BUSINESS OUTCOME

Customer love with commercial proof behind it.

- \$200K+ lifetime sales
- 16K+ customers served
- 40%+ repeat purchase rate
- Retail, wholesale + direct reach

QUALITATIVE LEADERSHIP / THE J5 PRINCIPLES IN ACTION

BUILDER DNA / SELF-ASSESSMENT LENS

01

PURPOSE

Honor Rachell “Mama
Row” Hudson by turning
a family recipe and loss
into service, advocacy
and legacy.

02

PASSION

Do the founder work:
late-night production,
markets, festivals,
customer care and
constant iteration.

03

PERSPECTIVE

Hold legacy and unit
economics together:
product mix, channels,
packaging, quality
and working capital.

04

PREPARATION

Document recipes,
SOPs, vendor lists,
pricing, sales scripts
and workflows so the
brand can scale.

05

PRESENTATION

Make every touchpoint
carry the mission:
packaging, service,
storytelling, reviews
and partnerships.

LEADERSHIP TAKEAWAY

The brand grew because purpose became an operating choice—visible in the product, the process and the customer experience.