



**Small Business
Development Center
Saint Vincent College**

*Helping businesses
start, grow, and prosper.*

**Jill Gunniers
Jill's Tastyland, LLC
1476 Business Route 66
Greensburg, PA 15601**

724-834-2026

Website: tastyland66.com

Westmoreland County

Industry:

Specialty Food Service
Soft Serve Ice Cream,
Beverages and Food

Year Founded:

October 29, 2020

SBDC Assistance:

Business Plan Development
Financial Projections
Market & Industry Research
Demographic Information

St. Vincent College SBDC

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Jill's Tastyland, LLC

"Traditional Hometown Soft-Serve Treats, New Twists & Specialties"

Jill Gunniers opened Jill's Tastyland, LLC a quick serve ice cream and food operation in time for the July 4th holiday at the former location of Mary's Tastyland that has been a community landmark in Greensburg, Pennsylvania for over 70 years. The Gunniers are excited about this new venture as they have updated the facility and equipment to better service customers while maintaining a 1950's nostalgic flooring and ceiling along with adding lighting to provide a quaint look.

Jill's Tastyland offers the best of both worlds; the traditional and nostalgic favorites the community has enjoyed for years along with adding a new twist to some of the traditional favorites and some new specialties that Jill and her family have "cooked up" and enjoy. The mix of the traditional fare along with new twists and specialties will offer something for everyone, including a variety of soft-serve ice cream treats and specialty flavors, hamburgers, chicken, hot dogs, fries, nachos and more!

The Gunniers approached the Saint Vincent College SBDC in January 2021 for assistance in developing a business plan and financial projections. As part of the business planning process in addition to information supplied by the Gunniers, the SBDC provided demographic data, household consumer expenditures on various specialty food products, and potential geographic market size.

Working together based on information supplied by the client, historical data, and new goals set by the Gunniers along with the demographic and research information supplied by the SBDC a business plan was developed for Jill's Tastyland, LLC and financial projections including projected income statements, cash flow statements and balance sheets were completed to accompany the written business plan.



Jill's Tastyland, LLC is a family run business that will be managed by Jill and her three adult sons, Austin, Ryan and Brandon who will be working with Jill and helping to manage the business. In addition, part-time workers will be employed based upon the needs of the business.

The Gunniers are planning a Grand Opening ribbon cutting ceremony with the SBDC to celebrate the newly renovated and nostalgic Jill's Tastyland, LLC.

"A great way to beat the heat is to have a Tastyland treat!"

Success Story