



## community development partnership

*Creating opportunities for people to live, work, and thrive on the Lower and Outer Cape***As You Wish Kitchen... it's not inconceivable!**

**"The CDP provided the resources and training I needed and gave me the confidence to follow my passion."**

*- Karen Friedman, Founder and Owner of As You Wish Kitchen and CDP Client*

You've tasted Karen Friedman's work if you ever enjoyed a bowl of granola at Wellfleet's now-closed but forever-loved The Fox and Crow restaurant.

After a career as a nurse practitioner, Karen, who moved to Wellfleet from Cambridge five years ago, found a new passion in making granola. What started as a way to avoid overly sweet commercial brands soon became a gift-giving tradition and a burgeoning business.

During the pandemic, Karen's journey took a significant turn when she volunteered for Common Table, a local non-profit providing meals to those in need. At the end of the project, as a token of appreciation, she gave a bag of her homemade granola to the program coordinator, Trudy Vermehren, who also happened to be the owner of The Fox and Crow. Trudy enjoyed the granola so much that it earned a spot on her breakfast menu and quickly became a favorite menu item. Unfortunately, the restaurant closed in 2023, but Karen had already considered the next steps with her business and saw the closing as an opportunity.



*Inconceivable Granola is delicious and healthy small batch granola made fresh in Wellfleet, MA.*

*Each batch is lightly sweetened with maple syrup, and offers more than 50% nuts and seeds, with no processed sugars or fats added.*

Nutrition Facts	Amount/serving % Daily Value*		Amount/serving % Daily Value*	
	Total Fat 25g	32%	Total Carbohydrate 28g	10%
4.5 servings per container	Saturated Fat 6g	30%	Dietary Fiber 8g	16%
Serving size 1/3 c (76g)	Trans Fat 0g		Total Sugars 5g	
Calories per serving 360	Cholesterol 0mg	0%	Includes 3g Added Sugars	6%
	Sodium 60mg	3%	Protein 11g	
Vitamin D 0mcg 0% • Calcium 110mg 8% • Iron 3.4mg 20% Potassium 350mg 8%				
Ingredients: oats, almonds, walnuts, pecans, pumpkin seeds, coconut flakes*, maple syrup, chia seeds, sunflower seeds, sesame seeds, cinnamon, kosher salt [ingredients may have been processed on equipment that also processes eggs, milk, soy, wheat] *organic				
Contains: Sesame, Almond, Walnut, Pecan, Coconut				
Manufactured by As You Wish Kitchen LLC   Wellfleet, Ma 02667				

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Karen began working with Tricia Murray, Business & Credit Programs Manager, at the Community Development Partnership (CDP). The CDP's support was valuable, especially its ServSafe certification course and "Bringing Your Food Product to Market" training, which

helped her license her home kitchen for commercial production. Additional guidance on entity formation, cash flow management, ingredient tracking, and other vital business practices supported her preparations to start her own business. "I had no background in opening a business," says Karen. "The CDP provided the resources and training I needed and gave me the confidence to follow my passion."

As You Wish Kitchen launched in 2024, taking its name from the classic William Goldman story and film "The Princess Bride." Karen's granola, named "Inconceivable Granola," is a nod to one of the movie's memorable quotes. She bakes small batches from her home kitchen using high-quality ingredients; the granola is vegan and gluten-free. Her adorable dog, Fezzik, named after a character from the film, is her constant companion and provided the image on the original label. Karen says Fezzik often watches closely from the next room as she bakes, eagerly waiting to explore the nearby beaches and woods once Karen finishes packaging her creation.

Karen's goal is to keep As You Wish Kitchen a small, one-person operation that allows her to enjoy her work and maintain a strong connection to the community she loves. While she plans to expand her product line, she is committed to ensuring that the joy she finds in making and sharing her granola remains at the heart of her business.

We encourage you to try As You Wish Kitchen's Inconceivable Granola, which is on sale at Hatch's Fish Market in Wellfleet or the 204 Market in Harwich. We bet you will love this granola and Outer Cape-based business, providing high-quality, healthy yumminess as much as we do. Prepare to enjoy!



*Karen's dog Fezzik, named after a character from The Princess Bride film, provided the image on the original label.*

## VISIT ONLINE AND BUY IN-PERSON

[asyouwishkitchen.com](https://asyouwishkitchen.com)

### Hatch's Fish & Produce Market

May-September 2024

Town Hall parking lot, Wellfleet, MA 02667

[hatchesfishmarket.com](https://hatchesfishmarket.com)

### 204 Market

August 8, 15, 22, 29

3:00-6:00 pm

204 Sisson Road, Harwich, MA 02645

[204sisson.com](https://204sisson.com)

### Direct Purchase

If you are on the Outer Cape, reach out through email or Instagram to make arrangements  
[ketta@asyouwishkitchen.com](mailto:ketta@asyouwishkitchen.com)

### Follow on Instagram

[instagram.com/asyouwishkitchen](https://instagram.com/asyouwishkitchen)