

Multi-faceted business has new location

By Mark Sherry

Amy Jo Stevenson's Shirts n Giggles business is back in New Holstein—although it really never left.

After operating out of her rural New Holstein home for the past four years, Amy Jo and son Derek have now purchased the building many longtime New Holstein residents will remember as “the Red & White” at the busy intersection of Wisconsin Avenue and Calumet Drive (STH 32/57).

Stevenson has operated her business out of several locations in the city of New Holstein in the past. The combination of not wanting the business to take over her home and the great location opportunity spurred her to make the move. Her family and employees helped move into the new location on Nov. 9 and the purchase of the building was closed on Nov. 23.

Stevenson said “it was a bit much” to have the operation run out of her home as it has expanded in recent years to be a uniquely multi-faceted business.

She and her employees are still operating the core business of Shirts n Giggles which does screenprinting and embroidery on a wide variety of apparel items. That includes items sporting the colors and logos of New Holstein, Kiel, and Chilton high schools. Apparel for businesses large and small—as well as individuals—is a key part of what Shirts n Giggles does.

A small showroom in the new building is open Mondays through Fridays from 9 a.m. to 5 p.m. and Saturdays from 9 a.m. to noon. While people can buy off the rack, Stevenson said that was not the primary purpose for moving into the



Phil Kubichka (left), vice president of the New Holstein Area Chamber of Commerce, presents a welcome plaque to Amy Jo Stevenson and son Derek of Shirts n Giggles which has moved into the building on the busy corner where Wisconsin Avenue and Calumet Drive meet. Employees Monica Falk, Sheila Diefenthaler, Alyssa Fajardo, and Olive Flaskrud were joined by Chamber members Mike Hartman, Dave Amel, and Deneen Mueller in the ceremony.

Mark Sherry photo

new location. People also can see what Shirts n Giggles has to offer and make purchases via its website, shirtsngigglesonline.com.

An unusual twist to Stevenson's ventures is the fact she and her employees are operating two food trucks as well.

The Cookie Crate specializes in fresh-baked chocolate chip cookies and has been seen at events and in parking lots throughout the region and beyond. As a matter of fact, Stevenson said The Cookie Crate truck will be making its way to the Florida State Fair in February.

Coming this spring will be a second food truck—Mama's Za—which will feature pizza. Stevenson said they acquired a former FedEx truck which is being converted into the pizza truck, complete

with a high-efficiency oven which can bake a pizza in one minute. Inside their New Holstein building is a licensed commercial kitchen in which they can test their homemade pizza, Stevenson said.

She said they are putting together their event calendar for 2021 for the food trucks and expect to be as busy or busier as they were in 2020 when they served cookies at employee appreciation days held by large companies. “Despite COVID, it was a really good year,” Stevenson said.

In addition to son Derek—who has been home more from his high-end restaurant job in Chicago during the

pandemic—helping to get the work done are employees Monica Falk, Sheila Diefenthaler, Alyssa Fajardo, and Olive Flaskrud. Also employed is Amy Jo's dog Bentley who greets customers. Stevenson said employees are cross-trained to help with either the apparel end of the business or the food end.

Stevenson said the new building is already paying dividends in terms of greater recognition of her business and in giving her a better work-life balance. “This is even better,” she said of the new location. “I couldn't stop working at home.”