Experienced business owners take over a struggling herb business

“[My] experience with the SBDC was invaluable in helping [us] through a valuation process [we] had never experienced before.”

After decades of perfecting spice blends as a hobby, Liesl Vosika began selling her proprietary blend, Red Clover, at the Idaho Falls Farmer’s Market in 2012. The following year, Liesl & her husband Tim were presented with an opportunity to purchase a struggling herb store.

Tim and Liesl are no strangers to owning a business. Having previously run several businesses across Colorado, Oregon and Arizona, they’d gained experience that prepared them to operate Red Clover Herbs & Market. However, understanding how to navigate the purchase of a business was new territory. The Idaho SBDC coached them through the process with assistance in a financial and blue sky review, a valuation determination and a purchase strategy that would create a win-win situation for both buyer and seller.

A struggling business has been reborn and their flagship product, the “Red Clover Blend” is now being marketed nationally.