



Southeast Idaho

Sweet success for two entrepreneurs

2019



Amazing Glaze Donuts

Dean & Katie Giesbrecht
Pocatello, Idaho
Started: 2017

www.facebook.com/potatodonuts



“Our consultant walked us through the entire process of owning our own business.”

Katie Giesbrecht was working as a barista for Double Shot Donuts. The owners of the shop approached Katie and her husband about purchasing the business from them. At the time, Katie and Dean were both looking for new opportunities and decided to entertain the offer. They spent seven months working side by side with the previous owners learning the business operations and working with the Idaho SBDC before the sale of the business went through.

August 2017, the Giesbrechts reopened the business as Amazing Glaze Donuts. When asked what makes Amazing Glaze Donuts different than other donuts in the marketplace, Katie and Dean both agree: it is the recipe. The proprietary recipe includes real Idaho potatoes. “It’s a big part of what we bought when we purchased the business,” said Dean. Katie and Dean both spent time tasting as many donuts as they could before purchasing the business. “We tried everything from vegan to whole wheat. Nothing tastes as good as these.”

Recently, Dean and Katie have expanded their business to include soup and bread bowl lunch items, longer hours, and a growing number of wholesale customers. The Giesbrechts still work with SBDC consultants, Claudia and Ann, for Quickbooks questions and marketing assistance. They look forward to eventually expanding their stores to Idaho Falls and Boise.



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