



**Jill Bommarito, Founder and CEO  
Ethel's Baking Company, Shelby Township, Michigan**

Jill founded Ethel's in 2011 when making a family decision between remaining in Michigan or making a move west for more job opportunities away from the automotive industry. Jill and her husband, Vince, felt that if they remained in Michigan, they would need to be a part of the solution for the downcast economy in Detroit and the state. Ethel's Baking Company, a/k/a Ethel's Edibles, was born out of the desire to spread joy with food and grow jobs for the future. Ethel's launched as a wholesale baked goods manufacturer in 2011 with one employee and 10 retail stores as clients. In 2020, Ethel's built out and moved into a new 20,000 square foot facility in order to meet demand. Today the Ethel's team is 30+ and growing and sold in over 2000 stores across the US such as Meijer, Whole Foods, Fresh Thyme, Nino's, The Fresh Market, Safeway, Giant Eagle, Amazon and many more.

Ethel's is the premier wholesale and retail baking company producing hand-crafted gluten free dessert bars. Our baked goods are sold in the fresh bakery of grocery, specialty retailers, universities, hospitals and more across the country, as well as direct to consumer through e-commerce. Ethel's commitment to surprise and delight every customer with our taste, using only the small batch process, is how we have been able to capture beyond the gluten free market.

Jill has a passion for the entrepreneurial world. Working with others in the startup phase and sharing knowledge with youth interested in business is an important part of giving back. Some of Jill's philanthropic efforts include small business advocacy as a charter member of Goldman Sachs 10,000 Small Businesses Voices Leadership Council, advocating at both the state and national level on behalf of small business. She also spends time mentoring local entrepreneurs and works with the Michigan State Product Center. Jill is committed to diversifying the Michigan economy by growing agricultural sales. She has collaborated with the Michigan Department of Agriculture and Michigan State University Product Center, specifically to grow Michigan butter through the Michigan Milk Producers Association, making Michigan butter available through new, large distribution channels throughout the Midwest.

Early 2014, Jill participated in the inaugural Detroit Goldman Sachs 10,000 Small Businesses Program, graduating later in the year. In February 2014, Governor Snyder awarded Ethel's Edibles Start-Up Company of the Year for Macomb County. In November 2015, Ethel's was awarded Start-Up to Watch at the Making it in Michigan Annual Conference by the Michigan State Product Center. In 2021 Ethel's was awarded Hidden Gem by Macomb County. Ethel's continues to grow strategically to be the leading national retailer of hand-crafted dessert bars and cookies.

