

# Small Business Stories



The **Iowa** Center



## Small business starts at the kitchen table.

### LOLA'S, West Des Moines

After his co-workers went crazy for his mother's hot sauce at a company potluck, Tafeek Shah asked his mom for the recipe so he could bottle it. Tafeek came to the Iowa Center for a small business loan with coaching support in order to grow his sales and distribution. Today, Tafeek is CEO of Lola's Hot Sauce, one of Iowa's most recognizable brands with products that can be found in 10,000 grocery stores, retailers, and restaurants throughout North America. Tafeek is a Board Member at The Iowa Center paving the way to increase supplier diversity and help other entrepreneurs of color get their products onto store shelves.