



FOR IMMEDIATE RELEASE

Berwyn Shops: A Homegrown Project Opens on May 3

Twelve Retailers Open New Shops in Incubator's Third Season

Berwyn, IL (April 24, 2024) The Berwyn Shops: A Homegrown Project is set to re-launch for its third season on May 3 with 12 new small businesses. The retail shops represent the many communities within Berwyn - local businesses that are women-led and founded, Black-owned and LatinX-owned, LGBTQIA+ allied, and bilingual speaking. For the 2024 season, the Shops offer everything from handmade textiles and gorgeous accessories to artisanal coffee and baked goods. Located at 6931 Roosevelt Road in Berwyn, the retail incubator program will run from May to mid-December.

Residents and visitors alike are invited to join the grand opening ceremony at 10 am on May 3 as frequent shoppers, partners, friends, and family gather to celebrate the official return of this retail incubator.

Once the ribbon is cut, the 12 newest Berwyn businesses will open their doors every Friday (11 am – 7 pm), Saturday (10 am – 6 pm), and Sunday (11 am – 5 pm). All are welcome to meet the new business owners and browse their diverse array of products.

As a retail incubator for the City of Berwyn, this homegrown project is designed to provide entrepreneurs, artisans, and makers with the support they need to succeed: a location, education, promotion, and resources. Selected by 14 community volunteers, the small businesses are given the opportunity to test out the local market before committing to brick-and-mortar.

Over the past two years, the vision for the Berwyn Shops has blossomed. Participating entrepreneurs expanded their product lines, hosted engaging events, made new connections, and five have graduated into storefronts in Berwyn, with other leases in progress throughout Chicagoland. In 2023, the Shops hosted over 40 pop-up vendors, 16 live performers, and 49 special events on site.

Now in its third year, this homegrown project has truly put Berwyn on the map. "I am incredibly proud of the Berwyn Shops," said Mayor Robert J. Lovero, City of Berwyn. "This homegrown project has become a community space and a dynamic destination for new shoppers and new businesses!"

Here are the 12 new shops:

- **Four Star Handcrafted Coffee** [@fourstarhandcraftedcoffee](#) Inspired by their experiences in Sydney, Gricelda and Chris embarked on a journey of home coffee roasting to discover diverse flavors and regions. Recognizing their unique blend, they launched Four Star Handcrafted Coffee to share their passion with the world. With deep roots in Chicago's history, the brand strives to unite coffee enthusiasts through a commitment to quality brews. www.Handcrafted.coffee

- **El Churro Bueno @ Churro Bueno** El Churro Bueno emerged from Nancy's pursuit of crafting healthy, delicious treats, including sugar-free "Flaquitos" and gluten-free pastries. Inspired by her cherished pug Churro, the bakery blends tradition with wellness, offering Mexican pastries that honor Nancy's cultural heritage. El Churro Bueno invites guilt-free indulgence and creates cherished memories.
- **Nzuri Kulture @Nzuri Kulture** Nzuri, meaning "good/beautiful" in Swahili, reflects its dedication to wellness through reiki and aromatherapy. Established in 2020 amid the pandemic, Nzuri Kulture emphasizes the importance of self-care. As a Reiki Practitioner, Katrina creates aromatherapy-centered products, including intention candles, dessert-inspired candles, aromatic sprays, skincare, and sage, to uplift clients' moods. www.NzuriKulture.com
- **Rites of Wellness Holistic Healing @ritesofwellness** Founded by Certified Herbalist Lea Bempah, Rites of Wellness Holistic Healing is a heart-centered, joy of medicine making apothecary in the practice of community healing and education, offering self-made plant-based medicines since 2017. Grounded in personal experience, intuition and herbal education, their remedies and holistic teachings have reached over 25 states while uplifting their mission, "Creating Change Through Plant Wisdoms and Ritual". www.RitesOfWellness.com
- **Sweet Sherry Pie @TheSweetSherryPie** From childhood dream to renowned pastry chef in Chicago, Sherry's journey brims with passion. Every pie and pastry at Sweet Sherry Pie reflect her care and commitment, offering nostalgia and joy in every bite. It's not just desserts; it's an unforgettable, tasteful experience for all who visit. www.SweetSherryPieBakery.com
- **Girón Guatemalan Apparel + Home @giron_apparelandhome** Girón Guatemalan Apparel + Home emerged from humble beginnings in Antigua, Guatemala. Founded by Chicago natives, the brand celebrates Guatemalan heritage through handcrafted apparel, home décor, and accessories. Experience the culture expressed in every piece, from pillows and rugs to totes and wallets, along with apparel for children and adults. www.GironApparelAndHome.com
- **Scalp & Skin Solutions @scalp_skin_solutions** Scalp & Skin Solutions is revolutionizing the hair and skincare industry. Founded by Jennifer and her own struggle with hair loss, the brand offers a range of natural products tailored to address various issues such as alopecia, psoriasis, and acne. Scalp & Skin Solutions' mission is to bring Mother Nature's healing powers to mankind. www.ScalpAndSkinSolutions.com
- **Kika's Jewelry @kikas.jewelry** Kika's Jewelry draws inspiration from Erica's parents' success in the jewelry industry. Offering a distinct array of handmade accessories like crochet earrings and keychains, alongside versatile fashion jewelry for all occasions, Erica is eager to enrich the shopping experience for her clients at the Berwyn Shops. www.KikasJewelry.com
- **Diosza @shopdiosza** Diosza is more than a skincare brand—it's a voyage of self-love and empowerment. Inspired by a personal quest for self-care, Yasmeen meticulously crafts products using quality ingredients that nourish both the skin and soul. With bath soaps, body butters, and more, Diosza invites you to embrace your natural beauty and awaken your inner goddess. www.ShopDiosza.com
- **Jelipe's Pet Boutique @jelipespetboutiquechicago** Understanding the beauty of an owner-pet relationship, Kenia knows that love in every stitch of her handmade pet clothes guarantees that your pet feels the love through the fabric. Encouraging cultural expression, she offers diverse clothing and accessories through the use of vibrant colors. Kenia is ready to support your pet-ternal love.
- **Wellness Junkie LLC @awellnessjunkielife** Wellness Junkie embraces holistic well-being. Their range of activewear, loungewear, and accessories is tailored for personal growth in mental, physical, emotional, spiritual, and financial realms, empowering individuals to become the best version of themselves. Inspired by Patrice's postpartum experiences, the brand's quality clothing supports your wellness journey every step of the way. www.WellnessJunkieLife.com
- **Azareth's Little Bowtique @azareth_bowtique** During Tania's pregnancy she found an outlet through creating accessories and learned she had a passion for crafting beautiful and unique items. This ultimately led to the creation of Azareth's Little Bowtique, where you can find the perfect accessory for anyone looking for a little pop of color and fun. Azareth Little Bowtique is more than just accessories, the Bowtique gives everyone the opportunity to feel unique and show how special they truly are!

"Joining this retail incubator offers a chance to understand our market better, gather direct customer feedback, and experience running a storefront," said one entrepreneur. "It's a practical learning opportunity to refine our business model based on real-world insights and interactions."

"We have seen how entrepreneurs can grow an idea into a business, from developing their products, learning about everything from negotiating leases to stocking the right products, developing their ideas and refining their business plans," notes Kendra Shaw, Deputy Director of Berwyn Development Corporation, and project manager of Berwyn Shops. "Now they are ready for customers."

About the Berwyn Shops: A Homegrown Project

Berwyn Shops: A Homegrown Project is a retail incubator designed to help local makers, artisans, and entrepreneurs take their small businesses to the next level. Comprised of twelve 12'x15' mini shops, it provides its vendors with the support needed to succeed: a storefront, business education, promotion, and resources. Participating business owners are selected by a jury committee of 14 community volunteers and are given the opportunity to test out the local market before committing to a full-blown brick-and-mortar operation. For more information, and to get involved with this Homegrown Project, visit BerwynShops.com.

MEDIA CONTACTS:

<p>Lisa Ripson Ripson Group Lisa.ripson@ripsongroup.com (312) 952-7394 (m) (312) 493-5921 (o) Twitter: @LisaRipson</p>	<p>Chris Comes Ripson Group Chris.comes@ripsongroup.com (312) 282-0539 (m) (312) 493-5921(o) Twitter: @ChrisComes</p>
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