

Success Story: BNutty

# Small Business Pioneers Find the Support to Start Exporting

## The Challenge:

### From Bake Sale to International Sales

It was fundraising season, and mom Joy Thompkins was tired of candy sales. She worked with Carol Podolak to create homemade peanut butter as a healthy alternative for local friends and family, but the two quickly realized they had something special when customers demanded the product be available year round. Soon their fan base exceeded their humble kitchens, and a small business was born.

When BNutty's popularity attracted attention from overseas buyers, Thompkins and Podolak realized they were unprepared for global sales. Loathe to ignore a revenue opportunity, BNutty considered accepting international buyers on a limited scale, but only utilizing unpopular cash-in-advance terms. The pair was too concerned about whether exporting could cause cashflow issues that would negatively impact domestic sales to consider a dedicated export plan.

## The Solution:

### Financial Support & Business Counseling

Thompkins and Podolak were first introduced to EXIM through their local export accelerator program. EXIM and JZJ Insurance Services, an EXIM-registered broker, offered the solution BNutty needed: an invoice insurance policy that protects against buyer nonpayment. With EXIM's help, Thompkins and Podolak also learned about where liabilities might occur and reducing obstacles as their product travels.

The pair now has the confidence needed to take on international opportunities. In the future, they also plan to utilize a loan guarantee from EXIM, to access the cashflow needed to take on large orders.



BNutty



Portage, IN



Exports to the Middle East



Export Credit Insurance

**EXIM**  
EXPORT-IMPORT BANK  
OF THE UNITED STATES

*The Result:*

## Competing for Global Opportunities

By working with EXIM, BNutty can offer competitive credit terms, complete international sales, and expand into new markets. In the first year alone, BNutty has:

- ✓ Secured a year long~contract with a buyer in the Middle East
- ✓ Created international expansion plans for sales in Hong Kong, South Korea, and the Philippines



“EXIM took the time to point out things that other customers or small-business owners encountered that could lead to an expensive mistake, and we were able to take those lessons that other companies learned the hard way and avoid a lot of that.”

Carol Podolak & Joy Thompkins, Founders of BNutty



### Make Your Own Success Story:

Connect with an export specialist to learn more.

This is a descriptive summary to be used only as a general introductory reference tool. The complete terms and conditions of the policy are set forth in the policy text, applications, and endorsements.

