

Childhood Experience and Brampton Entrepreneur Centre Drivers behind Purple Sage

Food was an integral and familiar component in Elveta Cole's childhood in a diverse and vibrant Toronto neighbourhood.

"The majority of neighbours had a kitchen garden in their backyard," says Elveta. "On weekends, I would help my mother (who was an exceptional home cook) prepare the family dinners. My job was to grab herbs from the backyard – sage, thyme, rosemary and the like to season the dish."

These formative experiences helped lay the foundation for Purple Sage – the business she started in August 2016 creating and selling gourmet butter blends with organic and seasonal ingredients from local Canadian farms.

The other push Elveta needed to launch her business was found through the Brampton Entrepreneur Centre (BEC). She found out about a seminar BEC was hosting, came out, and was inspired to chase her dream. "I was sold on that first seminar. The timing was perfect. I learned important skills, received encouragement, and gained the confidence to explore my options."

Prince Khan, Business Associate at the Brampton Entrepreneur Centre, has been working with Purple Sage. "Elveta understands what is required to become a successful business owner. By being able to segment her market, she has worked out a business model tailored towards a specific niche of consumers that are health conscious and willing to spend the money on a high quality product."

"I always had a passion for health and wellness and cooking," Elveta says. "I love to feed my family and friends, no one leaves my house with an empty stomach." She knows that passion needs to be combined with entrepreneurial ingenuity and the knowledge to build a successful business. She credits BEC with providing that knowledge.

Elveta did graduate studies in the science of nutrition, has written articles on health and nutrition and has also taught culinary classes. She is applying her knowledge of nutrition, and personal experience, to create her products.

She chose the Purple Sage name for her business to reinforce the connection to natural foods. And sage has been a favourite ingredient in her food preparation since those early days in Toronto. Her vision is to see Purple Sage products in markets and specialty stores around Ontario. Her initial launch of gourmet blended butters include Classic Garlic and Herb, as well as a Maple Cinnamon and Spicy Caribbean Blue, with new seasonal flavours offered on a limited time basis.

“Chase your passion.” is Elveta’s advice to other aspiring women entrepreneurs. “For those who are wondering how to get started in their own business--follow your dreams. Do something that you love, and it will make you happy and fulfilled.”

The Brampton Entrepreneur Centre runs events throughout the year to support business and connect entrepreneurs. They also offer individual consultations and advice, and are the access point for funding and programs to support start-up and established businesses. Go to www.brampton.ca/bec for more information.