

HOW PDI HELPED TRANSFORM THIS COFFEE INNOVATION FROM DREAM TO DISTRIBUTION IN JUST A YEAR



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Some entrepreneurs search for inspiration for years before landing on an idea worth pursuing. Carolyn Barbarite's process was a bit more streamlined – and it came straight from the heart.

Sipping coffee with her husband one Valentine's Day morning, Carolyn Barbarite was struck with an idea that would change everything. In a moment of inspiration, a package of individually-wrapped candies caught her eye and made her wonder if there was a similar product that could be dropped into coffee for flavor. Just like that, Javamelts was born.

Finding a Partner

Knowing nothing about food development but a lot about business, Carolyn and her husband Tony dove straight into research and both separately identified PDI as a potential partner. After a quick phone call and an hour-long interview, they knew PDI – and founder Jack Parker – were the right choice.

Once a stay-at-home-mom to three girls, Carolyn says she felt like she was raising a fourth child after adding Javamelts to the mix. She wanted to be sure her partner shared her dedication, but also knew that as a Certified Woman-Owned Business, she'd need someone who'd respect her vision.

"People often don't take women entrepreneurs seriously. Now, I've gotten so much attention from global brands, and it's a direct result of what the team at PDI and I were able to achieve together."



Developing the Product

Carolyn had a long and specific list of non-negotiables for her products, and wondered if it was possible to fulfill them all. Testing iteration after iteration, the Barbarites saw the dedication that PDI held for its customers and their products.

"It had to look special, be molded and really unique. It needed to be easily wrapped so it could be thrown in a purse. It had to be shelf-stable and, most importantly, taste and smell really delicious."

Distribution + Results

After reaching its final iteration, distribution began in February of 2017. Javamelts have been featured on QVC multiple times, and are available for purchase through their website, Amazon, QVC.COM and coffee/foodservice distributors. Thanks to their convenient size and individual wrapping, Javamelts are popular for offices and other foodservice outlets, and have won several international awards, beating out competitors like International Delight, Coffee Mate, and Monin-backed products.

In Review

Today, Javamelts remains a family-owned business; a passion project gone impressively right. While choosing to partner with PDI was a smart business decision, Carolyn cites the team's diligence to its work – and clients – as its most valuable benefit.

"My success is directly related to us working with PDI. I knew 110% from the start that I'd made the right choice. Jack and his team truly do everything to ensure success. They're the type of company anyone would be happy to work with."

