

» MOGUL OF THE MONTH

Makin' Whoopies

Amy Bouchard whipped up a wicked whoppin' home business in 1994, and she's still making whoopies by the thousands.

AMY BOUCHARD KNOWS A THING or two about whoopie pies—the creamy finger-licking treat that is a distinctly New England phenomenon. Her 16-year-old company, Isamax Snacks, makes anywhere from 7,000 to 10,000 Wicked Whoopie Pies a day.

Like many businesses, Isamax Snacks started from Bouchard's favorite pastime: baking. "I have always had a passion for creating and baking, and one thing I truly loved to make was whoopie pies," Bouchard says. When her brother suggested she sell them, she at first "thought he was crazy," but with a husband, two kids, and a full-time job at Bath Iron Works, Bouchard was looking for a way to be a stay-at-home mom while still earning an income.

So Bouchard turned her kitchen into a bakery. Her family's dining room became a shipping facility and the den a storage pantry for sacks of flour, sugar, and cocoa. It wasn't exactly easy; one week she burned out the motors in four mixers. Now the business is run out of a commercial bakery in Gardiner, but it's still a family affair. As the president, Bouchard creates all the recipes and products and handles all the marketing. "If we are shorthanded or it's a holiday rush, though, you will most certainly find me on the production floor making whoopie pies," she says. Bouchard's husband, David, runs the customer service and shipping department and son, Maxx, now 24 years old, works at the bakery as a production leader. Isabella, soon to be college bound,

works for the company part-time.

It takes about an hour to make a Wicked Whoopie from start to finish—no different from the time it takes to make one at home. While your kitchen oven can bake a dozen at a time, Bouchard's can bake 420. If all three of their ovens are running, that number goes up to 780. That's a lot of whoopie. Bouchard's recipe is a bit different from the traditional Maine whoopie pie. "I wanted the cake to be moist and the filling to be lighter and fluffy," she says. Mission accomplished.

Bouchard also decided to branch out and try new flavors no one had made before—like peanut butter, chocolate chip, lemon, maple, and banana cream, to name a few.

"I love creating new flavors. I really think of it as art."



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30 • People employed at the Isamax Snacks commercial bakery and two retail shops.

12 • Minutes it takes to bake a whoopie pie.

1927 • The year the first commercially-produced whoopie pies were made in Roxbury, Massachusetts.

24 • Dollars it costs for a dozen classic Wicked Whoopie Pies online.

180,000 • The average number of whoopie pies Isamax Snacks bakes in a month.