

# Ahead of the Curve

## THE MIDDLE SPOON DESSERTERIE & BAR

EXAMPLES OF INNOVATION & ADAPTATION  
IN SAINT JOHN AND AROUND THE WORLD

### COVID-19 BUSINESS REALITY

The Middle Spoon Desserterie & Bar in Halifax was forced to close its doors and lay off staff.

### INSIGHTS & ACTION



A customer called to see if the company could deliver a single piece of carrot cake to his father who was alone. The owners thought this would be a great way to boost spirits and began offering specialized deliveries of baked goods, along with little messages. They called this service “Isolation I Love You” stories. Customers can now send treats to their loved ones with personalized messages.

### RESULTS

*The launch of this new product and delivery service has been a success, with The Middle Spoon selling an average of 60 isolation-o-grams each week.*



### LESSONS LEARNED

- Cultivate a growth mindset. Look for opportunities, however small, to try something new. Customers crave creativity.
- Find new customer pain points. During COVID-19, friends and family are restricted in celebrating special occasions and showing people they care about them. Isolation-o-grams filled this need.
- Listen to your customers as they will tell you their needs. Customers often have great ideas; you just need to be open to exploring them.

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**ECONOMIC  
DEVELOPMENT**

GREATER SAINT JOHN