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Mutt's Sauce's Small Business Journey



Charlynda Scales
Dayton, OH



While serving in the US Air Force, Charlie "Mutt" Ferrell, Jr. was known for his homemade, all-purpose sauce. Decades later, his granddaughter Charlynda founded Mutt's Sauce to share it with the world.



1956
Charlie "Mutt" Ferrell, Jr. creates his own sauce to jazz up his family meals. Over the next 50 years, he shares it across the world.



2005
Mutt passes away. No one knows what happened to his famous recipe.

2013

While serving on active duty, Charlynda Scales, Mutt's granddaughter, learns that Mutt left her the only copy of his recipe.



“He had five children, but he left it to me, his third grandchild. I was obsessed with that sauce.”



2013

Charlynda decides to bottle Mutt's sauce to share with friends and family. She Googles "free business help" and finds SCORE, which connects her with mentor John Soutar.

SCORE MENTOR



John Soutar

“John was my grandfather's age, which was cathartic. Since that day, he's always been there. He's so reliable, he even has a landline phone!”



2013

Four months later, Mutt's Sauce has its first day of production.



HOW SCORE HELPED

John finds Charlynda a SCORE peer mentor specializing in the food and beverage industry.



2013

Mutt's Sauce launches and sells out that same week.

HOW SCORE HELPED

John coaches Charlynda to reinvest the money to increase production.



2014

Charlynda attends the Black Enterprise Entrepreneurs Summit, where she auditions for Shark Tank. Three months later, she pitches Mutt's Sauce in Hollywood — and gets rejected.



HOW SCORE HELPED

John encourages her to forge ahead, and they decide to try to get Mutt's Sauce on shelves at Kroger.



2017

Mutt's Sauce wins the Bob Evans Heroes to CEOs contest for veteran-owned businesses.



2018

Charlynda takes the prize money, scales up her manufacturing, and lands the Kroger contract.



2018

As a female minority veteran, Charlynda gets a contract to stock Mutt's Sauce at the Military Deli at Wright-Patterson Air Force Base.



“I miss having him as my mentor every day. But he still gives me the best advice.”



After 15 years, John steps down as Charlynda's mentor — and joins the board of advisors for Mutt's Sauce.



2020

In March, COVID-19 strikes, and Charlynda's main revenue streams dry up overnight. That same month, she gives birth to her son, and her parents move in.



2020

Charlynda refocuses on online sales. They make more money that June than they do all summer during a typical year.



“We're bringing American families together one bottle of sauce at a time, and that's never hit home more than this year.”



SCORE

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