



I. Executive Summary

Company Overview

Gia's Italian Kitchen is not a traditional brick-and-mortar restaurant, but a private cooking school and culinary experience service based out of Cedar Rapids, Iowa. I connect people who love Italian food to authentic roots & traditions, who love to spend fun quality time with their friends & family, and want to create delicious food together from the most amazing Italian recipes of Northern Italy.....through my personalized instructional courses without having to guess at internet recipes, rewind TV shows, or spend a fortune at restaurants.

Products & Services Description

I bring friends & family together through Italian cooking. Imagine personalized cooking instruction through live online courses, private groups, and work teambuilding events! I create connection, not just food. I provide education, not just service. I offer memory-making, not just meals.

Operations

Aspects of Gia's Italian Kitchen will be conducted on-site, offsite and virtually.

Management

Kelley Cole formed the limited partnership of Gia's Italian Kitchen LLC. Ms. Cole acts as President in all aspects. Peter Cole does not participate in the active operations of the business, however, serves in an advisory role.

Website: <https://giasitaliankitchen.biz/>

Social medias: <https://linktr.ee/giasitaliankitchen>

Email: kelley@giasitaliankitchen.biz

For the full menu, please see the PDF at the top of my website page:

<https://giasitaliankitchen.biz/shop>



2. Company Overview

Founded and owned by Kelley Cole, the business specializes in bringing people together through interactive, real-time Italian cooking instruction.

Services Offered:

- **Private Dinner Parties:** Kelley brings authentic Northern Italian and Tuscan family recipes directly to your home kitchen for an intimate, hands-on cooking party.
- **Virtual Cooking Classes:** Live, interactive online sessions designed for long-distance families, friends, or multi-state get-togethers. Grocery and gadget lists are sent ahead of time so you can chop, dice, and cook together in real time via live video chat.
- **Corporate Teambuilding:** Custom group cooking events tailored for corporate teams looking for a unique, collaborative experience.
- **Public Events:** Community-driven cooking demonstrations, such as live, on-stage pasta-making experiences hosted at local venues.

Contact & Business Details

- **Phone:** +1 319-210-6800
- **Operating Hours:** Monday – Sunday, 9:00 AM – 10:00 PM
- **Official Website:** <https://giasitaliankitchen.biz>
- **Socials & Media:** You can explore her recipes, videos, and episodes via her [Facebook Page](#) or listen to her regular cooking and travel tips on the [Gia's Italian Kitchen Podcast on Apple Podcasts](#).

Social Medias links:

Instagram	https://www.instagram.com/giasitaliankitchen/
Facebook	https://www.facebook.com/giasitaliankitchen/
YouTube	http://www.youtube.com/@giasitaliankitchen9079
Podcast	https://www.buzzsprout.com/1876610
LinkedIn	https://www.linkedin.com/in/kelley-cole-cedarrapids/
Twitter	https://x.com/KelleyC81610847
TikTok	https://www.tiktok.com/@giasitaliankitchen
Email	kelley@giasitaliankitchen.biz

3. Company Vision

The future of my business is to grow and scale three different products. First, our private group classes offer an online or in-person experience for friends and family to create a dinner party through Italian cooking, where I guide them, instruct them, and facilitate the connection across the country. Second, my employer culture program is a combination of online and in-person team building activities to enhance the employee experience and show them appreciation for their hard work. Third, my online cooking courses offer a small group environment of cooking instruction and creativity.

To date, I have used only personal funds to finance the business, which has resulted in slow, but steady growth. To increase brand awareness, I am reaching out to employers in and outside of my community with spice samples and marketing materials. For all of my products, I have launched my website and social media platforms, however with paid advertising, my brand and company name will soon become a household name.

I am highly motivated to succeed, am self-directed, and exhibit a high level of focus & resilience. Research by the Harvard Business Review found that women outscore men in most leadership skills. Women scored higher than men in key skills such as team working, innovation and problem-solving. The future for Gia's Italian Kitchen is big and bright, and you can help me get there!

My goal is to expand into more national and international virtual reach. My long-term vision is that Gia's Italian Kitchen becomes a destination for immersive Italian cooking experiences that bring people together through hands-on food, storytelling, and tradition.

I provide cooking courses, private group classes, and employer culture team building classes. Gia's Italian Kitchen exists to teach, share, and celebrate Italian cooking as a lived experience, not a meal ordered from a menu or online delivery service. I do not cater or do personal chef services.

Goal

Perfect the experience. Make every guest feel like they stepped into an Italian home. Then scale the experience without square footage. Be known as the Italian cooking experience.

Core Experience Elements

- Hands-on cooking (pasta, sauces, pizza, seasonal dishes)
- Storytelling: why the dish matters, family traditions, Italian culture
- Shared table dining at the end
- Small groups for intimacy and connection

Outcome

People talk about how it made them feel, not just what they ate. Revenue grows without turning into a traditional restaurant.

Growth Paths

- Private group experiences (corporate, birthdays, weddings)
- Traveling pop-up experiences
- Partnerships with wineries, farms, cultural centers
- Online experiences (virtual classes, recorded courses)
- Subscription-based cooking club

Brand Expansion

- Cookbooks & digital guides
- Ingredient kits shipped to homes
- Branded tools & pantry items
- Guest chef collaborations
- Media presence (social, TV, events)
- Train hosts to deliver the Gia's Italian Kitchen experience
- License the experience to other cities
- Keep it boutique and premium
- Build a family-led legacy brand

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3. About the Owner, Kelley Cole

You know how families don't eat together like they used to? In decades past, families and friends lived in the same communities and same cities. Families had dinner together on Sundays and maintained relationships & communities to support each other. Today, we are all over the country, and have lost touch with our loved ones, and those who support us.

Having grown up in the kitchen with a large Italian family, Kelley Cole, owner of Gia's Italian Kitchen, brings expertise, authentic recipes, and the love of connecting friends & family together through food. She offers interactive cooking instruction for private group dinners (in-person and virtually), as well as personalized coaching in the kitchen, and employer teambuilding events.

Kelley brings friends and family together through interactive Italian cooking experiences. You select a custom menu, many of which are from her family in Tuscany, and you cook together. Picture a zoom cooking experience with your family and friends across the country. Engage your parents, siblings, children and grandchildren. Reunite with high school or college friends or even your neighbors in a fun, learning environment!

Kelley's first collaboration teaching group cooking classes was with The Brick Kitchen in Independence, IA.. Ms. Cole also supports her community by doing volunteer cooking classes at the Hope Lodge in Coralville and the Marion Library, as well as sitting on the Board of Directors at Orchestra Iowa in Cedar Rapids. This is all served with a generous helping of amore...and 10% of the profits are donated to Feed Iowa First and Feeding America!

Kelley has two children at Iowa State University...and an Aussie-doodle named Enzo. Her husband, Peter, is a chemical engineer at Archer Daniels Midland (ADM). Kelley is also a fitness instructor at the YMCA and Top Shape Gym, teaching Body Pump, Body Flow and RPM cycling.

During the day, Kelley is a Finance Manager at Transamerica Corporation, where she specializes in International Management Reporting. She is a charismatic leader with a commitment to success and a focus on delivering value. Prior to Transamerica, Kelley served as the VP of Finance for Communications Engineering Company (CEC), the CFO for Orchestra Iowa, and Board President & Treasurer of the board at Cedar Valley Montessori for 7 years and during the Floods of 2008.

In our community and as an entrepreneur, I have several female mentors, and have provided mentorship to other women. Women tend to foster and maintain longer-term relationships, which results in a well-supported entrepreneurial environment. Mentorship has provided me with incredible connections, getting better equipped to go after my goals, and a means to pay this benefit forward to other women.

While working in corporate America, I have started my business to take control of my future and my retirement. I utilize women throughout my community to help with my business and serve them in every way I can, including donating to the local food banks, local church organizations, as well as donating 10% of our profits to Feeding America. I have entered the entrepreneurial world because I see problems and offer the perfect, creative solution to solve them.



KELLEY COLE OWNER, GIA'S ITALIAN KITCHEN

Cedar Rapids IA 52403

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<https://giasitaliankitchen.biz>

<https://linktr.ee/giasitaliankitchen>

<https://www.linkedin.com/in/kelley-cole-cedarrapids/>

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As owner and founder of Gia's Italian Kitchen, I bring your friends and family together through Italian cooking, where I come to you for a private cooking experience (in-person or virtually). You select a custom menu, many of which are from my family in Tuscany, and we cook together. Picture a zoom cooking experience with your family and friends across the country. Engage your parents, siblings, children and grandchildren. Reunite with high school or college friends or even your neighbors in a fun, learning environment!

The Brick Kitchen

Independence, Iowa (December 2022 – present)



I teach advanced cooking classes with hands on experience and dinner served at the end. Every month, we select a unique and authentic menu to excite and challenge our participants, such as homemade fettuccini with a light herb and pecorino sauce, or an Italian cream puff with homemade limoncello custard. This privately-owned small business is a gem in Iowa that provides high-end cookware, bakeware, creative gadgets, and Extra-Virgin Olive Oil. They have become a destination for both in-state and out-of-state guests.

- Classes have 16 participants and last about 2 1/2 hours

The Hope Lodge

Iowa City, Iowa (February 2025 – present)



I am so honored and blessed to collaborate with the American Cancer Society in Iowa City, IA. The Hope Lodge invited me to provide cooking classes and nutritional information to the patients and their families, in their beautiful dining and kitchen space.

The American Cancer Society Hope Lodge program provides a free home away from home for cancer patients and their caregivers. More than just a roof over their heads, it's a nurturing community that helps patients access the care they need. Each Hope Lodge community offers a supportive, homelike environment where guests can share a meal, join in the evening's activities, or unwind in their own private room. Patients staying at a Hope Lodge must be in active cancer treatment.

The Marion Library

Marion, Iowa (February 2023 – present)



I teach introductory cooking classes with hands on experience and samples served at each session. As part of the city monthly events program, I show participants how cooking Italian is easier than they think. The newly constructed library has a full kitchen and event space, perfect for cooking classes. We select one or two dishes, such as a fall maple pesto or baked caprese pasta, that they can recreate at home.

- Classes have up to 40 participants and last about 1 hour

Gia's Italian Kitchen, Owner & Founder Cedar Rapids, Iowa (2019 – present)



Having grown up in the kitchen with a large Italian family, I bring expertise, authentic recipes, and the love of connecting friends & family together through food. I offer interactive cooking instruction, in-person and virtually, for private group dinners, as well as personalized coaching in the kitchen and employer teambuilding events. This is all served with a generous helping of amore...and 10% of our profits are donated to Feed Iowa First and Feeding America!

My grandmother, Nonnini, taught me how to cook at a young age, and I cook today with my mom every chance I get. It is a gift and was a rite of passage in an Italian family. Homemade raviolis are my all-time favorite dish, without a doubt. These are part of our Italian Christmas dinner, as well as when we get together with cousins and other relatives that we haven't seen in a while. We make the marinara, the pasta, and the filling all from scratch. It's the best thing you have ever eaten!

Some of my greatest childhood memories were made in the kitchen alongside my grandmother, aunts, mom and cousins. The incredible aromas of fresh basil, garlic and tomatoes filled the air as generations gathered together to share Italian traditions and authentic family recipes. I have worked in finance all my life, and still do today at Transamerica, but sharing my love of Italian cooking with others has always been a passion of mine.

Gia's Italian Kitchen brings friends & family together through online and in-person Italian cooking. In decades past, families and friends lived in the same communities and same cities. Families had dinner together on Sundays and maintained relationships & communities to support each other. Today, we are all over the country, and have lost touch with our loved ones, and those who support us. I am helping to rekindle and foster those relationships that were more valued in the past. I prepare my participants with grocery and gadget lists ahead of time, so we are all at the same starting point when it's showtime, and they are ready to catch up & laugh with friends & family.

The future of my business is to grow and scale my three creative services, keeping the interactive theme in the foreground:

1. **Private group classes** offer an online or in-person experience for friends and family to create a dinner party through Italian cooking, where I guide them, instruct them, and facilitate the connection.
2. **The employer culture program** can be a combination of online and in-person team building activities to enhance the employee experience and show them appreciation for their hard work. Come together in person (I can provide a venue) or create a progressive food event with multiple locations!
3. **Personalized coaching programs** are live cooking courses, either online or in-person, where we cook side-by-side and people ask questions in real time. These can be individual or in a group.

ADDITIONAL EDUCATION / CERTIFICATION

- Certified Public Accountant, Inactive
- Boise State University, Boise, ID – 1999, BBA in Accounting
- University of Iowa, Iowa City, IA – 1995, BBA in Finance & Spanish, minor in Accounting
- University of Seville, Spain – 1993, International Business and Spanish studies.
- Marquette University, Milwaukee, WI – 1990-1992 – Business, transferred to University of Iowa

ORGANIZATIONS / VOLUNTEER WORK

- Orchestra Iowa, Board and Finance Committee – 2021 to present
- Washington High School PTA, Treasurer – 2019 to 2025
- Cedar Valley Montessori School, Board President, Fundraising Chair – 2006 to 2013
- Oncology Associates, volunteer