

Business of the Week

OMGosh Bakery & Memory Lane Antiques

By Dan Williams, V.P., Petersburg Chamber of Commerce

Background: Stefanie Fricke always loved to bake. While serving as a medical assistant for ten years, she continued to pursue her passion: creating a variety of desserts. After encouragement from her friends and family, she, along with her husband Chad and parents Terri & Don Randle, added a bakery to Memory Lane in Petersburg. In addition to a wide range of desserts for walk-in customers, she also takes custom orders for special events and operates a coffee bar. She is amazed at the community's response to her freshly baked goods since opening on April 7th of this year.

Stefanie is from Petersburg (since 4th grade), graduated from PORTA High School and Robert Morris College. While working in Springfield and Petersburg, her colleagues often asked her to bring in cookies, cupcakes and more. "When I cooked at home, friends would come over and say, Oh My Gosh, those are good, thus the name OMGosh bakery. All of my friends were very supportive. I finally took their advice and left the medical field to pursue my interest and dreams. While the business is open seven days a week, I can work at my own pace and set my own hours. For me, it's not really work," Stefanie said. She also posted information on her Facebook page and people started coming to her house for baked goods.

"Petersburg has been very supportive, just fabulous. There are no words to describe how amazing people are. My original thought was to operate a few days a week, but it has taken off drastically. There was no way to fathom the support we would have," Stefanie added.



About the Business: OMGosh bakes fresh throughout the week. Their most popular treats include: scones, muffins, cupcakes, butter cake, scotcheroos, cinnamon rolls, gourmet cupcakes and pies by order as well as special order cakes.

Their full service coffee bar features lattes, cappuccinos, espressos, iced coffees and blended coffees. Dr. Smoothies are made from 100% fruit with no added sugars and come in a variety of fruit flavors. They also serve blended drinks (non-coffee) such as frozen hot chocolate, cookies & cream, strawberry, cake batter, chocolate peanut butter, and more. You can also discover cotton candy and cookies-on-a-stick.

Stefanie had a booth at the Farmers Market held earlier this month. The response was overwhelming and she had to leave her booth to go bake more as she ran out of desserts three times during the market. Fortunately, she had help at the booth so she could bring more freshly baked items. She is looking forward to the next Farmers Market that will be held on Sunday, July 10. She credits Farmers Market with giving her great exposure in the community.



In addition to walk-in customers, she routinely takes orders upon request for specialty cupcakes, cakes and more. She can customize with special colors of icing and specific names. Her services are requested for birthdays, baby showers, meetings, church groups and other events. She also offers wedding cupcakes. Giant pizza cookies are popular and are available in M&M, chocolate chip, Reese's and other flavors. Gourmet cupcakes include Snickers,



Reese's, Butterfinger, Heath Bar, strawberry filled, lemon-raspberry swirl, York Peppermint Patty, Oreo, lemonade and more. Along with the bakery, Memory Lane Antiques has gift lines and antiques throughout the store. You can even sit, relax and enjoy your fresh-baked goods and drinks in two different rooms or take with you. "Our family is very blessed to be able to work together," Stefanie added.

Hours: OMGosh Bakery & Memory Lane Antiques are open seven days a week from 8:00 am – 5:00 pm and is located at 511 S. Sixth Street in Petersburg (next to Gilmore's Family Café and across from River Bank Lodge).

Contact: For more information or to make a special order, please call Stefanie at (217) 632-2058. She can also be found on Facebook at "OMGosh Bakery and Desserts."

