



Hearth & Homestead – Q & A Spotlight

1. Business Background

- Q: Can you tell us about the inspiration behind starting your business?

A: Recognizing a need to change the way we live inspired us to open Hearth & Homestead.

- Q: How did you get started in this industry?

A: We bought our building at the end of November and jumped right in—driven to improve our health and lifestyle.

- Q: What makes your business unique compared to others in the area?

A: We promote an experience every time you walk in. From refilling soap and chocolate-chip containers to choosing healthier options in both food and cleaning products, our store features 18 local vendors offering a wide variety of crafts and skills.

2. Products & Services

- Q: What products or services do you offer?

A: We offer Clean EatZ freezer meals, freshly milled flour, refill-by-container stations, and multiple bakery options—including cakes, cupcakes, sourdough, and gluten-free/dairy-free treats.

- Q: What makes your offerings stand out in the market?

A: We research and learn about every single product because we truly care and want what's best for our customers.

- Q: Are there any special features or benefits customers should know about?

A: All refill soaps are gluten-free and fragrance-free; all dry goods are organic. We also carry vinegars, olive oils, and truffle oil.

3. Community Impact

- Q: How do you see your business impacting the local community?

A: Our heart is to help families in Kahoka and beyond live simply and naturally—without the overwhelm or toxins. We want our store to be a place where people feel encouraged, cared for, and connected.



- Q: Why is it important to have a small business like yours in the community?

A: Small businesses keep a town alive. Supporting local strengthens our community's heart—keeping resources, relationships, and purpose right here in Kahoka.

4. Behind the Scenes

- Q: What keeps you motivated as a business owner?

A: Seeing lives change in small but meaningful ways—a mom finding safer products, a customer discovering a new maker, or someone saying, “I just love the peaceful feeling in here.” Knowing this is where God has called us, and teaching our kids life skills, keeps us going.

5. Fun & Personal Touch

- Q: What's one fun fact people might not know about your business?

A: Our refill products come from a small, family-run Midwest company—Rustic Strength. Our dry-goods dispensers come from Azure Standard, an organic Christian-based company that ships directly to Kahoka!

- Q: What do you enjoy most about running your business?

A: The people. We love the conversations, friendships, and shared values. Our vendors and customers have become like family—it's more than a store; it's a gathering place.

The hearth symbolizes home, warmth, family, and community. The homestead represents a lifestyle of self-sufficiency. Welcome to Hearth & Homestead — where simple living meets genuine community, right here in Kahoka, Missouri.