



ÉLISE PAGE

FÊTE ICE CREAM & COFFEE

Fête

What products or services do you offer?

Coffee, ice cream, and pastries — all made right here on site.

How did you get the idea to start your business?

I was working in a nice little café in Australia in 2009 and the lifestyle seemed really good to me. A few years later in Toronto, I had an ice cream in a nice little boutique. Both of those moments inspired me.

The proudest moment of your entrepreneurial career?

Our team celebration at the end of our first summer as Fête, in the middle of a pandemic! I was so proud of my team and myself for building this team.

What is your biggest fear?

An unbalanced professional and personal lifestyle. So I do my best to be 100% present where I am. I don't want to devote all my energy to Fête alone.

What inspired you to become an entrepreneur?

My dad. He was an entrepreneur and he loved his job. He passed away at the age of 58 in 2013, and that's what pushed me to pursue my dream of being an entrepreneur like him.

In your opinion, what is the biggest challenge you are facing as an entrepreneur?

It's a challenge that I love: adapting my interpersonal skills to each person. The way I introduce myself, discuss, and set expectations is different from one person to another.

Whose advice couldn't you do without today?

My partner Teri-Lynn Friesen, who always has 1001 ideas she can explain very well; and Chad Ermel, from Flatland Coffee Roasters in Gimli. From the beginning of my entrepreneurial journey, he always gave me the advice I needed to keep going.

Which book inspired you the most?

The North-West is Our Mother by Jean Teillet. It speaks to me because I am Métis, and it highlights Métis culture, emotions, trends, and history in a beautiful way. It describes my family really well.

What's the most important lesson you've learned in your entrepreneurial journey?

It's hard but to know when to persevere and when to follow your intuition and make new plans.

What's something that people don't know about you?

I'm a graduate from the contemporary dance program in Winnipeg, and I had a career in professional dance. I miss dancing a lot. I don't have much time to do it anymore, but it will always be a big part of my life.

Entrepreneurs en vedette

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