

Funky fresh idea taking off in Milwaukee

Posted on Tuesday, May 9, 2017

A 'funky fresh' idea is taking off in Milwaukee with the support of grant money from FedEx.

Funky Fresh Spring Rolls was started in 2013 by Trueman McGee, a former construction worker who, at 300 pounds, realized he needed a healthy shift in his life. He had been working in sheet metal for years before that, but wasn't getting the satisfaction he wanted.

"Five years ago, I was tired of where I was at," he told WisBusiness.com. "I was tired — mentally, physically, and emotionally. I needed a drastic change."

He started to get things in order in 2012, when he became certified as a personal trainer and began eating healthier and working out, losing 70 pounds in the process. He had been providing some food services alongside his fitness training, but came to realize people were just contacting him about the food more often not.

"I thought, 'Hmm, this might be interesting,'" he said.

In 2013, he had sold over 5,000 spring rolls out of his house, which were "an instant hit with family and friends." In 2016, he was able to sell over 30,000 spring rolls through farmers markets, festivals and catering jobs.

See more at WisBusiness.com