



Chris Collias

Goodwives Hors D'oeuvres
Wilmington, MA
www.goodwives.com



TAB Member Since: 1999

Inc. List Rank: 1743

Company Founded: 1979

Company Size: 140

Industry: Food & Beverage

Goodwives Hors D'oeuvres produces handmade party food for hotels, country clubs, and banquet halls and retail distributors.

“TAB helped me challenge the status quo and see the forest for the trees.”

In the old days, a “good wife” was a Puritan woman who demonstrated industry and integrity. What better name for a small local business that has blossomed into an Inc. 500|5000 company for three years running?

Goodwives Hors D'oeuvres (parent company Innovative Foods) started in 1979 with a few family recipes. Over the years, the company has expanded its offerings to more than 150 appetizers and entrees, many of them award-winning. From “Spinach & Goat Cheese Flatbread” to “Sweet Potato & Coconut Chicken Tenders,” the company’s recipes demonstrate Goodwives’ commitment to creative cooking.

Even so, Chris Collias knows that tasty concoctions will only get you so far. It also takes business savvy to recognize opportunities when they arise, and the courage to pursue them.

“I started as a food distributor, taking care of hotels, country clubs, and banquet halls with party food (hors d’oeuvres and desserts),” Collias says. “Nearly ten years ago we decided to vertically integrate into manufacturing.”

Goodwives relied on their years in the business and their market insight to take advantage of industry consolidation. The result was a rapid expansion of product lines, and the ability to serve both current and new customers in novel ways.

A TAB member for more than 10 years, Collias credits TAB and fellow members with helping Goodwives thrive in a very competitive, rapidly changing market. “TAB helped me work on the business versus in the business,” Collias explains, referring to TAB’s emphasis on helping business owners focus on growth instead of getting bogged down in day-to-day operations.