

Fresh Faces Of DFW: Successful Small Business Owner, Paul Wackym

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Photo Courtesy of Paul Wackym



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A diverse professional journey led Paul Wackym to open [Wackym's Kitchen](#), which operates out of a kitchen in Dallas and sells its cookies online and at [local retail locations](#). As the Chief Cookie Officer, he brings a rich and varied background to making cookies, from many years of training in fashion design, art, and art history, including 15 years working as a fashion designer, to six years spent leading Neiman Marcus' Epicure and Candy product development team.

What made you decide to bake cookies?

While at [Neiman Marcus](#), an area of great success I had was in packaged cookies. In the process of creating new treats, I hit upon a niche that needed to be filled. I played with recipes at home and eventually came up with the five original varieties that are the foundation of our offering: Chocolate Snicker Doodle, Lemon, Mocha Chocolate Chip, Peanut Butter Crunch, and Oatmeal Walnut Currant. We now make 28 different flavors throughout the year, including our seasonal varieties. Many flavors are modern but old-school variations on classics. Ginger Black Garlic and Cheddar Apple Cobbler are two new seasonal cookies we introduced this fall (with new flavors introduced regularly). We like to play with our food.

Wackym's Kitchen is known for crispy and crunchy, unique, and classic cookie varieties like you would make at home. We bake salty-sweet, spicy-sweet and new-traditional flavors, but with a twist; working in small batches, making cookies from only real butter, cane sugar, cage-free eggs, and unbleached/unbromated flour. We hand peel citrus, grind fresh ginger, and toast our own nuts. Only fresh ingredients with no artificial flavorings or preservatives using original artisanal recipes to create a hand-crafted and hand packed product are what you will find in our cookies which we sell at local farmers markets, in specialty grocery stores, and online.

What do you love about the Dallas Fort Worth area?

Dallas has a vibrant and exciting local food scene, and we have been lucky to be a part of the passionate movement. When I started six years ago, I was not fully aware of the opportunity found right here a home. I came to Dallas in 1986 on the two-year plan, but ended up staying. In 1991, I bought a house and continued to plant roots, roots that now run deep and wide. I have worked in several industries here in Dallas, and I have found this big city to be a little town at heart. Wackym's Kitchen operates out of our own dedicated kitchen located in East Dallas, very close to home. We have great friends in Dallas within the food [business](#) as well as colleagues who support us locally with the majority of our photography, design, printing, and our ingredient needs, which makes working here in Dallas just terrific.

I work local farmers markets to test new varieties and to build brand awareness to further support our retail partners (which include [Central Market](#), [Whole Foods Market](#) and specialty stores like [Jimmy's Food Store](#), [Cox Farms Market](#), and the new [Royal Blue Grocery](#)).

What are you doing in the community?

We support several organizations through in-kind donations. We are fans of [Echo Theater](#), and we help sponsor their Echo reads series, as well as [Dallas Children's Theater](#) events. We also regularly help many other organizations, through donations and gifts.

What's up with all the hats?

The first year I started selling Wackym's Kitchen's cookies at the Dallas Farmers Market and the cold [weather](#) hit, I made every effort to stay warm, which included trying different hat options. One of the hats I tried was a Tyrolean hat, a gift from my goddaughters that had never been worn. To perk up the hat, I added some vintage red feathers, and not only did the feathers perk up the hat, they also perked up the conversation with customers. One hat led to another – season after season – and eventually, I became “the cookie guy in a hat” – now a customer expectation, and my delight.

How would you describe your company's philosophy?

Life is sweet. Eat great treats. This sums up our driving force. We work very hard to deliver the best cookie our customer can find. We create consistent, surprising and delightful flavors to address every want, need and desire in a treat. We encourage teamwork, hard work and humor in the kitchen; nothing makes a cookie taste better than when it's made with a hearty laugh. We provide a safe and supportive [environment](#) that fosters growth and stability. We believe in love, love at first bite.

Robin D. Everson's appreciation for art, food, wine, people, and places has helped her become a well-respected journalist. As a multi-faceted entrepreneur, Robin brings a unique look at the world of business through her many interviews and articles. A life-long lover of education, Robin seeks to learn and enlighten others about culture. You can find her work at [Examiner.com](#)

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