

The NBCC & Famous Amos Has Partnered To Launch Ingredients For Success

Building Black Wealth Through Entrepreneurial Pursuits.

WASHINGTON, DC, UNITED STATES, October 26, 2021 /EINPresswire.com/ -- The National Black Chamber of Commerce (NBCC) in partnership with Famous Amos, announced the launch of its [Ingredients for Success](#) Initiative, a grant and mentorship program that aims to provide the necessary tools and resources to help Black business owners succeed. [Apply Here!](#)

"In honor of Wally Amos, the founder of Famous Amos, we are extremely grateful to partner with the NBCC to help create pathways for Black business owners to thrive," said Rachna Patel, Senior Director, Distinctive Brands at Ferrara. "Famous Amos remains committed to fostering racial equity through the work that we do as a company and our connection to the communities we serve."

“

Famous Amos remains committed to fostering racial equity through the work that we do as a company and our connection to the communities we serve."

*Rachna Patel, Senior Director,
Distinctive Brands at Ferrara*



The Famous Amos story began in 1975 at a bakery on Sunset Boulevard in Hollywood, California. Inspired by a family recipe, the founder Wally Amos perfected the ultimate chocolate chip cookie. He used only the best ingredients to make his bite-size cookies.

Charles H. DeBow III, Executive Director of the NBCC, added, "Our mission is the economic empowerment of Black businesses and communities. We are pleased to partner with Famous Amos to provide mentorship, as well as the necessary tools and resources to the grant recipients to assist them to not only participate but to succeed in America's economy."

Businesses must be at minimum 90% Black-owned and have been in operation for five years or less. All entries must be submitted by Nov. 29 by 11:59 pm EST. [Grant](#)

[applications](#) will be judged by some of the nation's foremost Black business leaders, including

Jeffery Beckham Jr., Chief Executive Officer at Chicago Scholars; Roby Mercharles, Vice President of Partnerships at The American Dream Fund & Marketplace; Steve Canal, Co-Founder of Flourish, ONE Venture Group, Saint Miles and The Baptist Collection; and Mandy Bowman, and Founder and CEO of Official Black Wall Street.

Chuck DeBow
National Black Chamber of Commerce
+1 202-220-3060
admin@nationalbcc.org
Visit us on social media:
[Facebook](#)
[Twitter](#)
[LinkedIn](#)



The largest Black business association in the world and is dedicated to economically empowering and sustaining African-American communities through entrepreneurship and capitalistic activity within the United States.

This press release can be viewed online at: <https://www.einpresswire.com/article/554645444>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2021 IPD Group, Inc. All Right Reserved.