

Nebraska



Meet the seller



Scan to visit the seller's storefront

Steve & Heidi Nolan

Spice Isle Sauces
Lincoln, NE

Steve and Heidi Nolan have come a long way from using a blow dryer to put labels on their signature Tropical Tamarind Gourmet sauce. The retired Nebraska grandparents, who bottled the flavors of their beloved vacations in Turks and Caicos, have expanded beyond local gift shops. They're now savvy Amazon sellers, leveraging tools like Fulfillment by Amazon(FBA) and A+ Content to reach a global audience.

Spice Isle Sauces' genesis was 20 years ago, when the Nolans first vacationed in the Caribbean islands. They fell in love with the beauty of sandy beaches, pristine waters, and lush forests. There was something else that was easy to love: the food. "The flavors of the Caribbean," Steve Nolan extolled, "are like no place else in the world. I said, 'Why don't we open a restaurant, develop our own products and bring them to the States?'"

After opening a restaurant, the Nolans bottled their signature Tropical Tamarind Gourmet Sauce and began selling it locally at Nebraska fairs, festivals, and farmers' markets, as well as on their website. The two bottled, labeled, packed, and shipped their product themselves. A two-person operation, it meant there was little time left to spend together with their grandkids.

Heidi Nolan knew there had to be a better way. On the advice of a friend, the Nolans looked at Amazon and decided to list their sauces as a test. It was new territory for the retirees. However, for Heidi Nolan, it was a chance to be the detail person once again, helping Steve's big dream.

The switch to Amazon proved transformative. With FBA handling order fulfillment, the Nolans could spend more time with their grandkids and supporting local charities. The couple also saw immediate sales increases, with a 50% uptick for their Tropical Tamarind Gourmet Sauce and a 38% boost for their brand overall.

For the Nolans, success is measured not just by sales, but by the time they can devote to family and community. With Amazon's tools and resources, this entrepreneurial couple has been able to turn their Caribbean-inspired dream into a thriving small business.

Independent Sellers

1,000

There are more than 1,000 independent sellers in Nebraska selling in Amazon's store.

Average Annual Sales

\$540,000

In Nebraska, average annual sales per independent seller was more than \$540,000.

Items Sold

11 million

Independent sellers in Nebraska sold more than 11 million items in 2023.

