

# Business Opportunities Web-Blog Network: Mom Turns Lunch Bags Into Business

[August 30, 2006](#) by Rich



My name is Dane Carlson and I built this site because I'm an entrepreneur to the core, and am always on the lookout for new opportunities. Unfortunately, most of the bizops I found on the web were junk, so in 2001 I started making a list of the few gems that I came across. Here, much enhanced and expanded, is that list. I live in Central California with my [wife](#) and sons.

Three years ago, Kristi Thomas was a stay-at-home mom of a second-grader. Each morning, Thomas would spend a few moments adding a special touch to her daughter's school lunch bag. Some days, it was a love note or words of encouragement. Other days, it was a brainteaser, joke or fun fact.

Whatever the theme, Thomas always took the time to handprint it, along with some cool artwork, on a simple brown lunch bag. The decorative bags quickly became a hit with her daughter's classmates. "Kids are always asking for my lunch bags when I'm done with them, Mom," exclaimed Madison.



As children and parents began requesting their own sets, Thomas experienced a light bulb moment. She hired a patent attorney, outlined a business plan and dove into the family's nest egg and launched [www.lunchology.com](http://www.lunchology.com).

Since Lunchology launched onto grocery store shelves in March 2004, the business that began its manufacturing in the Thomas home has quickly gained momentum.

Just five months into this year, Lunchology has already tripled its 2005 revenue with sales of about \$180,000.

Blog Comments;

[Shalini](#) on [August 30th, 2006 at 11:11 pm](#)

Wow, that's one innovative mom.

Thanks for the constant supply of super posts. Love reading your blog!

<http://www.business-opportunities.biz/2006/08/30/mom-turns-lunch-bags-into-business/#read-comments>