

Jeremy Litwack

Winter Park, Florida



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Learn about Florida Entrepreneur Jeremy Litwack:

Jeremy Litwack, founder of Jeremiah's Italian Ice, which was named one of GrowFL's Companies To Watch for 2016, started selling his own experimental Italian ice with one push cart and one truck and succeeded in growing his company to employ more than 300 workers supporting 17 stores. "I sold Italian ice as a street peddler in front of the United States Mint in Philadelphia before going to work for my supplier in college," said Litwack. "I was passionate about the product and developed my own recipes in warehouse. I moved to Florida to create a market for Italian ice outside the Philadelphia market."

Litwack attributes the strong growth to company culture. "We are very strict regarding the type of person we hire," he said. "When you come to Jeremiah's, you get an experience. It's not just about the product. We are

a fun, vibrant and exciting brand. You see many of our customers coming in on a first date because of the music, the vibe and the employee interaction."

Being recognized by GrowFL as a Company To Watch makes Litwack proud. "We're honored to be recognized by GrowFL," he said. "To have all our hard work recognized by a statewide organization is humbling. We are in some great company this year. I'm just proud of myself and my team for this recognition."

Litwack's advice to aspiring entrepreneurs is that passion the key. "Find something you're truly passionate about because passion is what will drive you and get you up in the morning and will carry you through the ups and downs in business," he said. "Also, instill a culture in your business that stems from your beliefs and values and really care about your staff and customers because if you care about them, then good things will come back to you."

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