

# Brian and Sally Krichbaum - Gilbert Chocolates

Chocolate is everything for Brian & Sally. They are the owners of Gilbert Chocolates, a 125-year-old chocolate manufacturing and retailing establishment with 3 locations in Michigan and nationwide customers.

Brian is a seasoned leader with engineering and management degrees and was an executive with an automotive supplier. He now utilizes his experience and expertise to manage Gilbert Chocolates.

Sally is a published writer and has chaired various clubs and charities and organized many fund raisers and fund raiser dinners. But mostly, she loves chocolate!

Under the Krichbaum's leadership the company has tripled in size as they invent new chocolate sensations while maintaining old favorites.



## SUGGESTED QUESTIONS

- *Why do chocolates from different companies taste so different?*
- *What does quality mean in the chocolate business?*
- *How many types of chocolate candies can be made in one factory?*
- *Is there “Fussy” chocolate as opposed to “easy” chocolate?*
- *Is a “dairy free” chocolate bar as creamy as a milk chocolate bar?*
- *Can you explain the “bean to bar” chocolate*
- *What is “Sipping” chocolate?*
- *How have you changed / modernized Gilbert Chocolates*
- *How did you come to own Gilbert Chocolates?*
- *What are the challenges for small business owners in the current environment?*
- *What are pitfalls to avoid when transitioning from being an employee to being an owner?*
- *Can a small company have a big footprint in their community?*

## SUGGESTED TOPICS

- The History of Chocolate -Growing, Making, Selling
- Chocolates Making Tips - Making Better Chocolates
- Trends in Chocolate - The Dubai Chocolate Phenomenon
- Sweet stories from a chocolate shop
- Successful Transition from Corporate to Self-Employment
- Turning Chocolate into Wealth - The History of Gilbert Chocolates
- Employee or boss? Pros and Cons

## ***SOCIAL MEDIA & WEBSITES***

YouTube Video: [Brian and Sally on JTV January 2025](#)

Website Link: [Process Coaching Incorporated Website](#)

Website Link: [Gilbert Chocolates Website](#)

LinkedIn: [Brian Krichbaum LinkedIn](#)

Facebook: [Gilbert Chocolates Facebook Page](#)

## ***FEATURED ON:***

- [The Lucy Ann Lance Show - 1290 WLBY](#)
- Jackson Radio Works (K105.3, 92.1 WCSR, WKHM, 95.9 Power Cow)
- [JTV - Brian and Sally - Wine Tasting - June 2025](#)
- [Lansing 10 – Valentine’s Day 2022](#)
- [Fox 2 Detroit Super Sunday 2023](#)
- [Fox 47 Lansing Michigan](#) (starts at :40)
- [Experience Jackson Podcast](#)
- Under the Radar – PBS Show September 25, 2025

## ***PROMOTIONAL***

- Gilbert Chocolates Facebook Page (6,000)
- Gilbert Chocolates - Page - Media Updates
- Gilbert Chocolates Rewards Program List (17,000)

## ***CONTACT US***

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