

Town of Oak Island  
Business Bulletin's

# MEET THE OWNERS

## Hippie Chick Granola

This month marks a significant milestone for Hippie Chick Granola, a local Oak Island treasure, as it celebrates its 10th Anniversary. Over the past decade, and particularly under the six-year leadership of Rich Montgomery and Ken Guhse, Hippie Chick Granola has grown from a small business into a community cornerstone.

Rich Montgomery, with a background in the jewelry industry, and Ken Guhse, formerly an engineer, brought unique perspectives to the company. Their collaborative synergy is evident in the fourteen distinctive granola mixes they offer, each named in honor of strong women, showcasing not just their creativity but also their commitment to empowering messages.

Quality is at the heart of Hippie Chick Granola's products. By incorporating premium ingredients like Ghirardelli chocolate and wild Maine blueberries, they ensure a gourmet experience in every bite.

Their success story extends beyond their delicious granola. Rich and Ken attribute their achievements to the unwavering support of the Oak Island community.

Their business philosophy revolves around a pay-it-forward ethos. They actively support local events, non-profits, and various community initiatives, reflecting their gratitude and commitment to the area that embraced them during their early days.



In their journey, local businesses like Swain's Seafood Restaurant, Haag & Sons Seafood, and iTrip Vacations Oak Island, as well as organizations like SCORE (Service Corps of Retired Executives), played a pivotal role in guiding and assisting them. This community spirit is a hallmark of Hippie Chick Granola's ethos.

Rich emphasizes their approach to customer service: "We give the level of customer service that we'd hope to receive," a principle that has won them many loyal customers.



Their business model cleverly integrates resellers. Establishments such as Poplar Grove Plantation, Blue Moon Gift Shops, Heritage Market, Maritime Market, Bryand Gallery, and Coastal Cottage help expand their reach by featuring Hippie Chick products. This network has been crucial for their brand expansion.

An impressive 30% of their sales come from their booming direct-to-customer business via their website, highlighting the modern consumer's appreciation for convenience coupled with quality.

Hippie Chick Granola has also tapped into the merchandise market, offering branded t-shirts, sweatshirts, and hats. These items, especially with the "Oak Island, NC" tag, resonate with tourists who wish to support local businesses and take a piece of their vacation home.



Visit Hippie Chick Granola at  
6402 E Oak Island Dr.  
Oak Island, NC



Rich aptly summarizes their journey: "We are a very blessed community." This statement encapsulates the essence of Hippie Chick Granola - a business that's not just about selling high-quality granola, but about nurturing and giving back to the community that supports them. As they celebrate their 10th anniversary, Hippie Chick Granola stands as a beacon of successful entrepreneurship grounded in community values and exceptional customer service.

*This series is an initiative of the Town of Oak Island Business Advisory Board. Please visit [OakIslandNC.gov/BAB](http://OakIslandNC.gov/BAB) to learn more.*

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