

Tea for two

Herbal tea provides recipe for business success: C1

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Tea for two

Red Clover Herbs and Market

Open 10 a.m. to 6 p.m. Monday through Friday and 11 a.m. to 5 p.m. Saturday. Products can be purchased at the store, located at 1655 S. Woodruff Ave. in Idaho Falls, or online at www.redcloverherbs.com. Red Clover is owned and operated by Tim and Liesl Vosika, with help from their four children. Call 528-8855.

Herbal tea provides recipe for success for Idaho Falls couple

By KAREN SARITA INGRAM
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When it comes to starting a business, sometimes the third time's the charm.

Sometimes it takes a few more tries.

"This is more like attempt number eight," said Tim Vosika, co-owner of Red Clover Herbs and Market in Idaho Falls, 1655 S. Woodruff Ave.

Tim and Liesl Vosika tried a number of businesses with varying degrees of success: graphic design, painting, even a band.

Eventually, they stumbled upon a recipe for success with Liesl's famous blend of herbal tea, using it to segue themselves into a business that has been going strong for the last year.

"We learned from all those attempts," Tim said. "If you want to learn a lot about faith, go into business for yourself."

The store started about 14 years ago as Herbs for Health under Frannie Hebdon, who sold the business to one of her employees, Nancy

Laing. Herbs for Health sold Nature's Sunshine brand products.

Liesl began selling her blends of herbal tea at the farmers market in 2012, but demand during the offseason frequently led her to meet customers in parking lots during all kinds of weather. One day, a customer suggested she might sell her products through Herbs for Health.

"I was just glad to have a place to meet customers," Liesl said.

Within a few weeks, Laing was negotiating with the Vosikas to sell them the business.

"She was ready for a change," Liesl said. "I thought, 'Well, if things settle in right, we'll give it a go.'"

They bought Herbs for Health in December 2013, changing the name to Red Clover Herbs and Market in February 2014.

In addition to Nature's Sunshine products, the store carries a growing selection of goods, such as Red Clover



Pat Sutphin / psutphin@postregister.com

Red Clover Herbs and Market sells dozens of herbs, used both for culinary purposes and holistic medicine. New stock is delivered weekly from their supplier to ensure freshness and quality.

Blend Herbal Tea. Liesl's special concoction contains nettle, chamomile, spearmint, wintergreen, red raspberry leaf, and, of course, red clover.

"I did a lot of studying," Liesl said. "I made the tea so we would like it and our kids would like it."

The store also sells prod-

■ Many customers rely on the shop for holistic medicines

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Red Clover Blend Herbal Tea, Liesl Vosika's special concoction containing nettle, chamomile, spearmint, wintergreen, red raspberry leaf and red clover, launched her business from a stand at the farmer's market to a storefront on Woodruff Avenue.

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ucts on consignment made by other local artisans, such as goat milk soap and flapjack mix.

Other things that can be found in their aisles include essential oils and bulk herbs, sold loosely instead of prepackaged. A number of customers buy herbs for culinary use, but more and more are seeking them for holistic medicine.

David Hay, massage therapist and owner of Fast Lymphatics in Idaho Falls, said he was pleased by the changes made to the store when it became Red Clover.

"I kind of watched the

transition and kept going for supplies," he said.

Hay said he regularly works with people suffering from chronic pain or ailments and often suggests they try natural remedies found at Red Clover.

"It's different for everyone, but I can tell them, 'It's worked for me, it might help you,'" he said.

Victoria Terry, holistic health practitioner at Rose of Sharon Holistic Health Services in Idaho Falls, said she has been buying Liesl's house blend tea regularly since the couple started selling it at the farmer's market.

"I absolutely love their tea," she said. "They're really personable, too. Anybody that comes in, you leave as a friend."

SMALL BUSINESS SUCCESS STORIES



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Co-owners Tim and Liesl Vosika bought their store in December 2013 and changed the name to Red Clover Herbs and Market in February 2014. The Vosikas add to their inventory based on requests and feedback from customers.