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From Pitch to Page; brought to you by the QBB

2026 Winner: Brenda Wills: Memaw's Bagels & More, LLC





Pitch Story

What inspired you to start or expand your business in Questa?

Memaw's started in September 2025 with something simple: I began making homemade bagels for family and friends. Their response made me wonder if I could turn something I enjoyed into a business. After being laid off, I decided it was time to create something of my own and take control of my future. I began researching the area and discovered an opportunity to bring fresh, handcrafted, traditional-style bagels to Questa—something I couldn't find locally.

What specific community need or gap in the local market does your business fill?

Memaw's fills a gap by bringing fresh, handcrafted bagels to our community with distinctive flavors you simply don't find in mass-produced products. I wanted to offer more than the standard choices on a grocery store shelf. Our bagels are made in small batches, with flavors inspired by our community and the foods people here love. It gives local customers a fresh, homemade option without having to leave the area to find people here love. It gives local customers a fresh, homemade option without having to leave the area to find something unique.

How will your pitch grant equipment/purchases transform your day-to-day operations and customer experience?
The pitch grant is helping Memaw's take an important step from a home-based business toward having a dedicated space in Questa. The equipment I'm purchasing will give me a more efficient workspace, better storage, and the ability to increase production without sacrificing the handcrafted quality that started this

business. It will also allow me to expand what I can offer and serve customers more efficiently. Most importantly, the grant is helping me build the foundation for Memaw's to become a permanent part of the Questa community rather than simply a seasonal market business.

What is your primary goal for the business over the next 6 to 12 months?

Over the next 6 to 12 months, my goal is to establish Memaw's in a permanent location in Questa, grow a loyal customer base, and expand into wholesale and catering. Just as important, I want to build something lasting that my children and grandchildren can be part of, contribute to, and be proud of.

Meet the Founder: Quick Facts

What is one surprising lesson you've learned since starting/expanding your business?

I've learned to step outside my comfort zone even when I'm scared, and that every experience is a teaching moment. I never imagined people from other states would tell me they'd been waiting to visit our area just to try my bagels.

What is your favorite part of serving the community?

Some of my best childhood memories are of gathering at Grandma's dinner table, where food brought people together and conversations began. Now I'm living that through Memaw's—bringing people together and watching my own dinner table grow into a community table.

Outside of running your business, what is one thing people might be surprised to learn about you?

There's more to Memaw than bagels! I used to be a bodybuilder, have a degree in private investigations, am a certified ThetaHealing practitioner, and was working toward my PhD in metaphysics before putting it on pause.

Community Impact

Memaw's is about more than selling food—it's about being part of the community and showing up for our neighbors. That spirit began before the business, from offering free Thanksgiving meals to volunteering with my granddaughter at the Questa Food Pantry. As Memaw's grows, I want to continue giving back, supporting local events, and bringing people together through food.

Storefront Location Coming Soon!

Memaw's Bagels plans to open its first storefront store at 2349 Highway 522 in the Family Dollar and Questa Lumber complex. The shop is expected to open Oct. 5. The current plan is to operate about four days a week.
The shop currently offers seven bagel flavors. Regular offerings include everything bagel, cheddar and Hatch green chile bagel while others rotate in and out of availability.

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Memaw's Bagels & More

Special Offer: Mention this feature and receive $5 off a Half-Dozen Bagel Bundle —six handcrafted bagels plus one 8-oz cream cheese. (One offer per customer. Valid through November 30, 2026.)