A LEGACY IN EVERY BITE

...love, purpose and pure grit

A CONVERSATION WITH MELINDA MURRAY · BY GISELLE HUDSON

Melinda never set out to become a food entrepreneur. In fact, she was just trying to contribute to her household, something she learned the value of from a young age.

Raised by a single mother, Melinda understood early what it meant to show up, support, and carry her own weight. She was no stranger to hard work, and long before she married or had children, she was already helping hold things together at home.

But the story of Murray's Cottage really began with her mother-in-law: a quietly powerful woman with a vision, a recipe, and a deep belief in passing things down through action, not just words.

"COME, I WILL TEACH YOU THIS"

Melinda had just become a mother when her mother-in-law looked at her and said something simple but life-altering:

> *"Come, I will teach you this. You will use this to earn."*

That "this" was gluten, a vegetarian, wheat-based meat substitute that her mother-in-law had been making and selling for years. It was more than just a product. It was provision. It was purpose. It was legacy.

Melinda didn't just learn the technique. She was entrusted with the customer base, the ingredients, and the spirit behind the business. And when she stepped into that kitchen, she didn't just replicate. She refined. She made it her own.

"Everybody's hand is different," she told me. "What I make is rooted in what she taught me, but people can tell. It has my touch."

A BUSINESS ROOTED IN CLARITY

Melinda knew what she was making and why. She wasn't trying to create the next big food brand. She wasn't chasing trends or investors. Her clarity was clean and deeply human:

- To have her own income.
- To contribute to her household.
- To honour the gift she was given.
- To make something people could enjoy, and afford.

There's a quiet confidence that flows from that kind of clarity, and it is exactly what allowed Melinda to stay aligned through challenges that would have made others quit: the bulk buyer who suddenly pulled out after a management change; rising ingredient costs; oil prices tripling; and the pressure to raise her prices when she knew her customers were struggling too.

> *"I try to keep the price down because I understand what people are going through. I care about that."*

Melinda's clarity gave her a compass. And that compass, along with her deep faith, keeps her grounded when the business landscape feels uncertain.

ALIGNMENT OVER HYPE

In a world of flash and Instagram reels, Murray's Cottage doesn't scream for attention. It doesn't need to.

Word of mouth and consistent quality have been her marketing strategy for years. Now, with the help of her son, Melinda is stepping into social media, reaching new audiences while still serving the faithful ones who have been ordering for decades.

What's striking about Melinda is her resistance to dilution. She's open to growth, but not at the cost of quality or her mother-in-law's legacy. She names those two things as non-negotiables if the business expands.

> *"No matter what, I'm not changing the name. And I'm not compromising on quality. This is my mother-in-law's legacy. I want to preserve that."*

It's a powerful reminder: scaling a business doesn't have to mean stripping it of soul.

GROWTH ANCHORED IN FAITH

Melinda doesn't separate business from belief. Her faith is woven into how she runs her business, and her life. When things get tight, when she needs a break, when a new expense pops up, she prays.

And somehow, the orders come in. The pieces fall into place. The provision arrives.

"There was a time I needed to pay off a trip: $16,000. I didn't know how I was going to do it. But I told God I needed help. And that month? Orders came in out of nowhere. Big ones. I was able to pay more than half before I even left."

That kind of testimony doesn't show up in spreadsheets. But it shows up in Melinda's life, again and again.

FINAL THOUGHTS

Not every entrepreneur's story will mirror Melinda's. But every service provider, strategist and business owner can learn something here.

Clarity isn't always loud. Sometimes it's quiet, steady, and handed down. Alignment doesn't mean chasing every opportunity; it means staying true to what matters. And growth doesn't have to be explosive to be meaningful. Sometimes it looks like faithfulness, month after month.

Murray's Cottage is more than a food product. It's a legacy sustained by love, craftsmanship and conviction. And as Melinda reflects on what this journey has made possible, her voice softens with gratitude:

> *"Being self-employed has helped me be present for my children. I was able to attend their school activities, show up when they needed me, and be a constant presence in their lives. And beyond that, it allowed me to help my husband start a new, successful business. That's something I'm really proud of."*

Melinda is proof that when you build from purpose, and stay in alignment with it, your business becomes more than a livelihood. It becomes a life. It becomes legacy. It becomes a story worth telling.

THREE TAKEAWAYS FROM MELINDA'S SPOTLIGHT

1 *Clarity isn't always flashy.*
Sometimes it's a quiet decision to keep a legacy alive while creating something of your own.

2 *Values-rooted growth is powerful.*
Growth rooted in values can be just as powerful as growth driven by scale, especially when it supports family and community.

3 *Honour where you come from.*
When you align with what matters most, business becomes more than income. It becomes a life you're proud to live.



Melinda Murray

Owner of Murray's Cottage Industry, known for making the best ready-to-eat gluten: a vegetarian "meat" prepared from wheat, enriched with vitamins A, E and B complex, and seasoned with tropical herbs, onions and garlic.

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