Joel grew up in St. Bernard Parish.  Joel’s dad, Lawrence Randazzo, along with his brothers, started Randazzo’s Hi-Lan Bakery in 1965.  She and her husband, Felix, worked at the bakery while in high school.

In 1993 Joel started shipping king cakes from the family business.  She and Felix opened Goodchildren Bakery in 1994 at just 25 years old with her siblings.

Following the loss of their home and business to the devastation of Hurricane Katrina, Felix and Joel opened Nonna Randazzo’s Bakery in Covington.  When they could,  they opened another Nonna Randazzo’s in St. Bernard Parish.

Felix and Joel have two children and five grandchildren.  Their continued success is owed to family tradition, quality products, hard work, community involvement and being innovative in business.