

Blackwell's

Marcia & Tom Blackwell
Blackwell's Organic, LLC
Red Bank, New Jersey
www.blackwellsorganic.com

Description of Business

Our Certified Organic Soy Gelato & Fruit Sorbetto are available at independent natural food stores and gourmet retailers. Restaurants are also adding our products to their dessert menus. Our commitment is to create a product that is "better for the body, the soul and the planet." Utilizing only certified organic ingredients and Fair Trade Certified™ coffee and cocoa bring us closer to achieving that goal.

Training

We are self-taught gelato makers, gaining most of our experience from experimentation. We are blessed to have the advice of a professional chef and gelato master.

What inspired you to enter the frozen desserts market?

Our inspiration is three-fold.

1. The lack of availability of a delicious Certified Organic and Certified Fair Trade™ dairy-free gelato and sorbetto.
2. Our passion for great tasting food.
3. Our desire to build a sustainable "green" business.

Number of frozen dessert flavors

Twelve

Most popular flavors

Strawberry, Mango, Peanut Butter Chocolate Swirl, Fair Trade Certified™ Chocolate and Fair Trade Certified™ Coffee

How many times a year do you rotate/change flavors

We change and add flavors based on the seasons, ingredient availability and market demands.

Type of machinery (batch freezer, etc.)

Carpigiani

Type of display case

Not applicable.

Do you use flavor bases? If so, which brand(s)?

No, we do not use flavor bases. Our products are preservative free, extract free and vegan. All of our ingredients are true "whole" foods.

Favorite tool

Our large stick blender. It is fun to use.

How do you market your product in off-season?

We schedule in-store tasting events at our retailers and support non-profit organizations by offering our gelato and sorbetto at their events.

Number of staff

We are a family-owned business. Our staffing requirements fluctuate based on market demands.

Advice to frozen dessert retailers

We believe it is not enough to do no harm. Each of us, individually and as a

company, must strive to make the world a better place and inspire others to do the same. We believe we can make a difference and affect social and environmental change by how we live our lives and how we run our business.

We challenge frozen dessert manufacturers and retailers alike to take a look at their businesses and see how they can improve. Recycle more, consume less, and consider offering Fair Trade Certified™ products in your store. Support your community and it will support you.



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