

Vegan Gelato Company Founder Honored with Award

Marcia Blackwell, owner of Blackwell's Organic Gelato and Sorbetto will receive the prestigious Emerging Business Woman of the Year Award from the Central Jersey Chapter of the National Association of Women Business Owners (NAWBO). The Emerging Business Woman Award is presented to a woman whose business is less than three years old, has seen rapid growth since its inception and demonstrates the potential for greater growth in the future.

Marcia Blackwell will receive her award at NAWBO's annual "Platinum Star Awards" dinner at Branches in West Long Branch on Tuesday, September 12, 2006 at 6 p.m. The "Platinum Star Awards" honor extraordinary individuals making significant contributions by women and women business owners.

Owners Marcia & Tom Blackwell's passion for great food inspired them to create their gelato and sorbetto for special friends and special events. "We took our time and perfected our recipes over several years staying true to our commitment of creating our products in the Italian tradition with a healthy twist," said Marcia and Tom. Health conscious without sacrificing taste, Blackwell's Organic Soy Gelato and Fruit Sorbetto are cholesterol free and completely vegan.

All products are hand-crafted in small batches using only the highest quality certified organic ingredients and Fair Trade Certified cocoa and coffee. Additionally, they use only real fruit and fruit juice, and their gelato and sorbetto are free of preservatives, additives and extracts.

Blackwell's Organic Soy Gelatos and Sorbetto's are also vegan. Pints are available in many stores throughout the northeast, and can actually be shipped to anywhere in the U.S.! For more information, and to check out their flavors, go to www.blackwellsorganic.com.