

# News Transcript

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## Local product featured at store

MANALAPAN - Tom Blackwell, a member of the Manalapan High School class of 1986, and his wife, Marcia, started making Blackwell's Organic nondairy gelato and fruit sorbetto in 2005.

Today more than 40 supermarkets and specialty food markets in three states carry their frozen desserts.

Now the Manalapan Super Foodtown on Tennent Road has been added to their roster.

On June 4 from 11 a.m. to 3 p.m. the family will be offering free samples of their gelato and sorbetto at the Manalapan Super Foodtown.

"It is truly an honor to have the opportunity to offer our desserts in the town where I grew up. Thanks to my parents' community involvement the name Blackwell is widely recognized in Manalapan.

"My dad, Charlie Blackwell, was a local coach for Pee Wee football and soccer for many years. My mom, Carol, works at the Englishtown-Manalapan post office. They have shopped at Super Foodtown for years.

"My dad now works part time at Blackwell's Organic making gelato and sorbetto, and my sister is helping us with demos," Tom Blackwell said.

"Our success rests on our commitment never to compromise on quality and flavor. The flavor is what sells our product," said Blackwell, who makes the frozen dessert in small batches in Red Bank.

Marcia and Tom started the company to reflect their ideals and their commitment to living a healthy and responsible lifestyle.

The Blackwells search for farmers and suppliers who are devoted to sustainable agriculture, resource conservation and fair trade.

The classic frozen desserts are handmade in the Italian tradition.

The company, headquartered in Red Bank, was started by Marcia and Tom Blackwell in 2005.

For more information visit the Web site [www.blackwellsorganic.com](http://www.blackwellsorganic.com).