



**BLACKWELL'S ORGANIC
Raspberry Sorbetto**

"WHEN WE CREATED THE RASPBERRY SORBETTO, WE STARTED OFF BY ASKING HOW MANY ORGANIC RASPBERRIES we could possibly put into a pint and still be able to scoop it," says Marcia Blackwell, co-founder with her husband Tom of Blackwell's Organic, Red Bank, N.J., explaining the intense flavor of the frozen dessert.



"We also knew that we wanted all of our products to be non-dairy, because my husband is lactose intolerant. We wanted all the ingredients organically certified to a high standard, and we wanted to only include ingredients that would add flavor. We purée all the fruit, scrape actual vanilla beans and brew the coffee for our coffee gelato," she continues. "All of our products are cholesterol-free, completely vegan, and made without additives, preservatives or extracts. We also use at least one Fair Trade-certified ingredient in every one of our flavors of gelato and sorbet."

This passion for sustainability and ethical business practices is not surprising when you discover that the Blackwells live in a solar-powered home and have their own organic garden in New Jersey. "We wanted to create a product that we would eat ourselves and that would also reflect our values," adds Marcia. Flavors of their organic soy gelato include Vanilla, Chocolate, Coffee, Peanut Butter, and Peanut Butter & Chocolate Swirl. The organic fruit sorbetto is available in Lemon, Mango, Orange, Pineapple, Strawberry and the award-winning Raspberry. Suggested retail: \$8.50-\$9/pint. Available for foodservice. *Contact: Marcia M. Blackwell, Blackwell's Organic, 732.229.8899; marcia@blackwellsorganic.com; blackwellsorganic.com.—S.S. R.S.N. 186*



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