



## BIOGRAPHY: Laura Howard, Founder & Chief Flavor Officer



Leaving Hollywood for the countryside of Sonoma County completes a loop for Laura Howard. After 15 years in the advertising and film world where she managed a quarter of a billion dollars in consumer television commercials, she was ready for a change. As a child, Laura was an active 4-H member and spent many happy vacations on her grandparents' farm in West Virginia. She longed to return to a slower pace of life. In addition, her passion for ice cream and a desire to eat good, healthy ingredients led to her vision of a creamy goat's milk ice cream that she could share with fellow food lovers. Laura followed her vision and discovered a happy transition to the simple pleasures and slow living in Sonoma County, California where she lives and works on the Laloo's goat farm in Petaluma with her husband and their young daughter.

A design and marketing graduate from Miami University, Laura worked as an advertising executive and a film producer in a successful career of brand building. In 1999 she left the prestigious firm, Tool of North America where she was creative director, to open her own production company, Slo.Graffiti. The firm was bought by Palomar Pictures in 2000, and Laura was promoted to managing director overseeing six firms and controlling millions of dollars in annual revenues. Laura granted much of her time to the Fairplay Group, working on endeavors to build environmental messaging into popular media. She eventually left Palomar Pictures to pursue Fairplay projects more in depth while also focusing on yoga and her studies of Sanskrit, the language of yoga.

While focused on those studies, Laura followed a strict diet that eliminated dairy for cleansing purposes. For a girl with a regular habit of eating pints of Ben & Jerry's ice cream, the limited dairy rule was a tough one. Not wanting to forgo the benefits of the diet, she researched the benefits of goat's milk after hearing of its restorative properties for cancer recovery patients on similar diets. She made goat's milk ice cream to satisfy her craving.

Following this yogic path opened many culinary doors, but it was the Slow Food Movement that altered her course in life. While on location filming an independent movie in Tuscany, Laura met photographer Douglas Gayeton, who was photographing a series called "Slow: Life in a Tuscan Town." She married Gayeton, and together they learned from the Italians about entering into a relationship with food that would change both of their lives.

"From gelato bars to pizza parlors, I couldn't escape conversations about food and life, life and food," says Laura. "The idea is to preserve tradition and quality in the cultivation, preparation and consumption of food. Slow food equals culinary pleasure as well as good health. I felt I had discovered a new world order and I knew that food was going to play a prominent role in my next chapter. I came home, packed up my house and we moved north, where the natural food revolution is happening here in America – Sonoma County."

Laura started Laloo's in the fall of 2004 and to date has invented over 24 flavors. From her very first – Black Mission Fig – to new favorites Capraccino and Rurplemint, Laura's flavored truly are inspired. Laloo's uses all natural ingredients that come from local sources and are made with the highest quality and standards. Some of the ingredients, like mint and basil, are grown on Laloo's very own "farmette."

Laura goes to great effort to ensure the goat milk she uses comes from local farms who love and care for their animals. In fact, all the farms are now certified Free Farm Humane and all of the ice cream and yogurts are Kosher certified as well. The result is a low-lactose, low-fat and spoon-lickingly delicious dessert made with love. It is health and happiness in a pint!