



Laloo's Company Backgrounder

Laloo's was founded on Laura Howard's vision to create a creamy, luxury ice cream using all natural premium ingredients. This includes using goat's milk, which is considered by many to be a perfect food due to its chemical structure.

Since its inception in late 2004, Laloo's has doubled in growth annually while launching a healthy new artisan ice cream brand that is humane, certified, kosher and all natural. Laloo's Vanilla Snowflake goat milk ice cream has climbed the AC Nielsen Spins charts to #41 out of over 600 offerings in just three short years. Laloo's is low-fat, low-cal, low in lactose and gluten free, with no growth hormones or artificial additives.

After studying yoga intensively, Laura began to look at her own relationship with nutrition. She began to get curious about where many of the foods in her shopping cart came from, and started educating herself about ingredients listed on labels. How could artificially flavored, partially hydrogenated ingredients be healthy? To eat really well and to be well seemed at odds in many of her favorite ice creams so Laura found a way to be kind to the planet and to her taste buds!

As an epicurean, Laura locked herself in her kitchen and began experimenting with recipes using goat's milk. The chemical structure of goat's milk is amazingly similar to mother's milk. It is a complete protein containing all the essential amino acids without the heavy fat content and catarrh producing materials of cow's milk. In short, it makes the perfect ice cream.

For the first year, she sold to local stores and at farmer's markets. At the 2005 Fancy Food Show Newsweek put Laloo's in the top 10 "Tastemakers" issue. Then Whole Foods called. By 2007 Laloo's was distributed nationwide.

Laloo's now supports six family farms and has succeeded in gaining the "Free Farm – Humane Certified" label for its family co-ops. All the goats lead the good life, which results in magical ice cream that is naturally low in fat and lactose, and spoon-lickingly delicious to the last scoop

Today, Laloo's is busy with several social justice and charitable initiatives. As a woman owned and operated (WBENC certified) business Laloo's is active in women's issues locally and nationally. Proceeds from Forestberry Frozen Yogurt are donated to the Breast Cancer Center in Santa Monica (as seen in Oprah magazine 10/08) www.jwci.org. Laloo's also developed and continually sponsors www.cleanfarmcleanwater.org in conjunction with Waterkeeper Alliance.

The Food Network chose Laloo's as a top three ice cream innovator in 2007 and in 2006, Laloo's was deemed "the holy grail of low fat ice creams" by the Wall Street Journal. Laloo's ice creams have earned top gold and double gold medal honors at the Sonoma County Harvest Fair for two years running. Laura is a recipient of the 2nd Annual Passion Award given by the Ice Cream University for making the very best frozen dessert product, for sharing her enthusiasm with her customers and for not giving up in the face of adversity. According to Laura, "In this business, there is no problem that a little ice cream can't fix."

Laloo's is active with Slow Food Nation and with the Sonoma County Slow Food Convivium.

Laloo's is available nationwide at Whole Foods Markets and other specialty grocers. For more information about Laloo's Goat's Milk Ice Cream, please visit www.goatmilkicecream.com.