



Laloo's Company Backgrounder

It has been less than 2 years since Laura Howard founded Laloo's Goat's Milk Ice Cream Company in the rolling hills of Petaluma, California. Her move from the fast-paced lifestyle of a Los Angeles advertising and film producer to the quiet, slower pace on her Sonoma County "Farmette" has been a welcome one. Laloo's is founded on Howard's vision to create a creamy, indulgent ice cream using high quality ingredients. This includes using goat's milk, which is considered by many to be a perfect food due to its chemical structure.

Throughout her successful career as an entertainment executive in Los Angeles, Laura had a personal credo to buy and eat healthy foods. 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. Ultimately she realized, over a bowl of ice cream, the shorter the journey from the earth to the table, the better the food would be. Looking at the list of ingredients on a premium pint of ice cream, she wondered how could artificially flavored, partially hydrogenated ingredients be healthy? Disturbed at the state of big agri-business it seemed to Laura there must be a way to be kind to the planet and still eat well.

As an epicurean, Laura knew she would have a difficult time following a strict vegan diet. But, after some advice from a beloved yoga teacher, she embarked on a special diet that promised to clear the clutter from body, mind and spirit. For one year the only dairy allowed was goat's milk. Laura's former pint of ice cream a week (OK- sometimes 2 or 3!) habit was in peril. It wasn't long before Laura locked herself in her kitchen and began experimenting with ice cream made from 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. Developing the perfect goat's milk ice cream recipe was the result of uncountable hours of learning, mixing, tasting (the best part!), and sourcing the finest ingredients.

This path led Howard to the heart of the natural food revolution in Sonoma County, California and the birth of Laloo's Goat Milk Ice Cream Company. Laloo's goats play on 350 acres of lush hills where they graze on green grass in the warm Pacific breeze. It's 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. Laloo's is "slow farmed & kitchen fresh™".

Laura Howard is a member of the Sonoma County Slow Food convivium, and a business leader in the Business Leaders for Sensible Priorities organization. She is also the 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.

For more information about Laloo's Goat's Milk Ice Cream, please visit

www.goatmilkicecream.com.

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