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## **Edible Enterprises Cooking Up Success for Local Entrepreneurs**

### ***Magoun's Kitchen Citrus Blend Tea & "Deer Camp Survival Kit" a hit in area stores***

(Norco- Nov. 9, 2009) **Edible Enterprises**, a commercial kitchen and food production incubator operated by Goodwill Industries of Southeastern Louisiana, Inc., is cooking up success for local entrepreneurs and quickly illustrating the economic development potential developers envisioned it to be. Located in Norco, LA, the incubator has secured 28 tenants and helped almost a dozen clients bring their creations to market since its June opening.

For Charlotte Magoun, the Edible Enterprises incubator is a dream come true, helping her fulfill the lifelong dream of selling one of her homespun specialties, citrus blended teas. Under her Magoun's Kitchen label, Charlotte prepares 60 gallons of tea per week at the facility. And within two months of signing up with Edible Enterprises, Magoun's Kitchen teas are doing brisk sales at Matherne's Supermarket, Dorignac's and Robert Fresh Market and are expected to soon hit the shelves of three Whole Foods stores and two Rouses Supermarkets. Rouses plans on including the Magoun's Kitchen tea line in 33 stores in the near future.

"With the expense associated with operating an FDA-approved kitchen, I would not be able to do this without a facility like Edible Enterprises," said Magoun. "This has been 35 years in the making for me and my experience has been nothing but positive."

Edible Enterprises is a win-win for aspiring caterers, bakers and specialty-food makers—allowing tenants to share workspace and equipment and receive business, marketing and packaging support. The facility features three fully equipped kitchens, a packaging and distribution area and business offices in compliance with all federal, state and local regulations for commercial kitchens. Co-packing services will soon be available.

Kitchen fees average \$20 per hour, plus the cost of storage. Tenants must have occupational licenses and insurance before utilizing the facility.

Goodwill Industries donated the kitchen equipment and provides labor for the packaging operation. Gaye Sandoz, Edible Enterprises director and employee of Goodwill, is the Center's director and food marketing guru with more than 30 years of experience in all facets of the food development business including product development, institutional food service management, catering and marketing and sales. She has created products for large companies including QVC, Cajun Injector and Sugar Busters.

Jerry and Jay Folse's "**Original Deer Camp Survival Kit**" of seasonings and wild game recipes was prepared at Edible Enterprises. The father and son culinary team credits Edible Enterprises' facilities and director Gaye Sandoz for her help, assistance, and encouragement in preparing the grant application and for guidance in the development of the Deer Camp Survival Kit.

"Gaye's extensive experience was a major factor in the successful production and marketing of our product. I recommend the facility's services to anyone seriously interested in bringing their products to market," said Jerry Folse.

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The Baton Rouge Farmer's Market has also helped to bolster tenant sales by providing booth space at its market. Stacy Greco sold six and a half cases of remoulade sauce from her Omi's Gourmet Specialties line since showcasing her product there.

Edible Enterprises is a joint venture among St. Charles Parish, the River Parishes Community Development Corporation (RPCDC), Greater New Orleans Inc., the LSU Business and Technology Center, Shell Norco and Goodwill Industries of Southeastern Louisiana, Inc.

According to RPCDC Chair Lily Acosta Galland, the incubator empowers new and just-beginning businesses to rent a commercial kitchen, network with colleagues and receive business advice including marketing, packaging and distribution. "We are excited about this endeavor and the growth potential it presents from an economic development perspective," she explains. "From a cultural perspective, having a FDA-approved facility is a perfect match for our region. We expect our operations to create 50 new jobs while simultaneously helping small and home-based chefs fulfill their dreams."

Interested parties can contact [www.edibleenterprises.org](http://www.edibleenterprises.org) or call 985-764-1504 to learn more about Edible Enterprises services and facilities.

**About Edible Enterprises**

Edible Enterprises is a fully equipped commercial kitchen and FDA-approved food technology incubator designed to foster entrepreneurial and minority business development in the region; provide a place for displaced and impacted food production businesses to reestablish their businesses, products and markets; promote the food industry as a major segment of the cultural economy, and support efforts to upgrade workforce skills for the industry through partnerships with Goodwill Industries and the St. Charles Parish School System, LSU's Ag Center and Food Sciences and the Norco Community Economic Development Foundation (NCEDF).

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**EDIBLE ENTERPRISES QUICK FACTS**

**Opened:** June 2009

**Size:** 12,000 square feet food technology incubator

**Other services:** one-on-one consultations, grant-writing assistance, marketing services, packaging, nutritional analysis

**Active tenants:** 28

**PHOTOS AVAILABLE UPON REQUEST.**