



For Immediate Release
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Edible Enterprises Celebrates 2nd Year Anniversary with Open House

Edible Enterprises, a food business incubator run by Goodwill Industries of Southeastern Louisiana, Inc., marked its second year of operations today with a showcase of new equipment and product demonstrations at its open house from Noon to 1PM, at 917 Third Street in Norco.

Guests easily found Edible Enterprises, thanks to a brand new building sign and coordinating green awning sponsored by St. Charles Parish and LED/LBIA grant funding.

As the only food business incubator in the state of Louisiana, Edible Enterprises has consulted over 65 aspiring food companies to date—serving companies from 10 parishes across Southeastern Louisiana, from St. Mary to St. Tammany, with more than half of them being women-owned businesses.

This year, tenant companies have manufactured almost 20,000 units of product and provided more than 600 hours of employment opportunities. Tenant products are carried at Rouses, Whole Foods, Matherne's Supermarket, Breaux Mart, Dorignac's Food Center, Langenstein's, Lakeview Grocery, Calvin's Bocage Market and Calandro's Supermarket, among others.

"Without Edible Enterprises, there would be no Magoun's Kitchen," said Charlotte Magoun, whose homespun tea creations are sold in many grocers including Whole Foods Market. "We are able to produce our beverages at a reasonable rate, learn what needs to be done to market our products and work on sales without high over head."

Thanks to a grant from the Louisiana Economic Development/Louisiana Business Incubator Association (LED/LBIA), Edible Enterprises has purchased new equipment this year that increases manufacturing capacity and efficiency at the incubator. The most significant equipment addition is an automated wrap-around labeler that can process over 100 bottles per minute.

Exhibiting at the 58th Annual Louisiana Foodservice EXPO

This August, Edible Enterprises will be represented for the third year in a row at this premiere industry event. The EXPO gives tenants an opportunity to exhibit at the largest and most attended trade show of its kind in the Gulf Coast without each company incurring booth rental expense. This experience is vital to learn how successful food purveyors market themselves and creates the opportunity for meet face-to-face networking with industry tastemakers.

About Edible Enterprises

Edible Enterprises is a 12,000 square foot fully equipped facility featuring two state-of-the-art, commercial kitchens. Aspiring specialty-food makers share workspace and equipment which are generally too expensive for most start-up companies.

Additional tenant services include business licensing and permitting consultation, resource referrals, marketing services and packaging equipment. Kitchen fees average \$20 per hour, plus the cost of storage. All tenants are required to have occupational licenses and insurance before utilizing the facility.

Edible Enterprises is a collaborative effort of various groups including St. Charles Parish Government, Louisiana State University AgCenter, Louisiana Small Business Development Center, Norco Economic Development Foundation, River Parishes Community Development Corporation, Shell Motiva and Goodwill Industries of Southeastern Louisiana, Inc.

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