

The Laurel of Asheville, November 2014

Local Product Feature: “Ardenne Farm’s Gluten-Free Making Mixes Provide a Local...”

Story by Corina Heich | Photos provided by Ardenne Farm

Among the rising number of gluten-free baking mixes available, Ardenne Farm is already making waves in the market from their Mills River facility. Founded in April of this year, the company has already grown from concept to multi-state distribution. The company currently produces nine easy-to-prepare mixes, including fudge brownies, chocolate chip cookies, yellow cake, and cinnamon crunch muffin. Their oatmeal and sugar cookie mixes are also vegan.

All of Ardenne Farm’s mixes are prepared in their nut-free facility. Each mix features a finely milled blend of rice, cassava, and potato flours. The flavors are all natural, non-GMO, and locally sourced. Every batch is tested against a strict 10 parts-per-million standard (the FDA requires only 20 ppm), ensuring each box is truly gluten-free.

Kathy Milner originally created the mixes for Dover Foods, a company she founded with her husband Joe McKay. The mixes were sold to food service customers countrywide, including universities and hospitals. The overwhelmingly positive response and customer demand led to the creation of Ardenne Farm.

“We had the product, we had the market, and because everybody raved about it, we decided to go to retail,” says Kathy. Ardenne Farm debuted in stores this June. Presently, Ardenne Farm’s baking mixes are sold at 16 stores across Western North Carolina. The boxes have been flying off the shelves.

At the 2014 Natural Products Expo East in Baltimore, Ardenne Farm won the Gluten-Free New Product Showcase Award. Expo attendees voted on the award, which is presented to a young company with the most inventive gluten-free products.

“We’ve really tried to innovate the taste, the quality, and the texture of gluten-free,” says marketing communications coordinator Victoria Lamberth, who has a gluten-free diet herself. “In the past if you were eating gluten-free, you just couldn’t find a satisfying option at all. But this is like having a real cookie or a real piece of cake. For somebody who is eating gluten free, that’s revolutionary.”

Immediately following the Natural Products Expo East, Ardenne Farm’s distribution went from WNC to stores scattered across the country. They’re preparing to increase their east coast distribution, with west coast distribution soon to follow.

Ardenne Farm is preparing for the future. They’re working towards non-GMO certification, and hope to get involved with gluten intolerance groups and local “taste of” events. More mixes, such as gluten-free pancakes, are also in the works.

“It’s very empowering when you look at it. In nine months, five of us have taken this from concept to being in stores, with very little outside help. We’ve done it based on our belief in the product,” says Victoria. “Once people taste it, they’re hooked on it.”

For more information, visit ardennefarm.com.

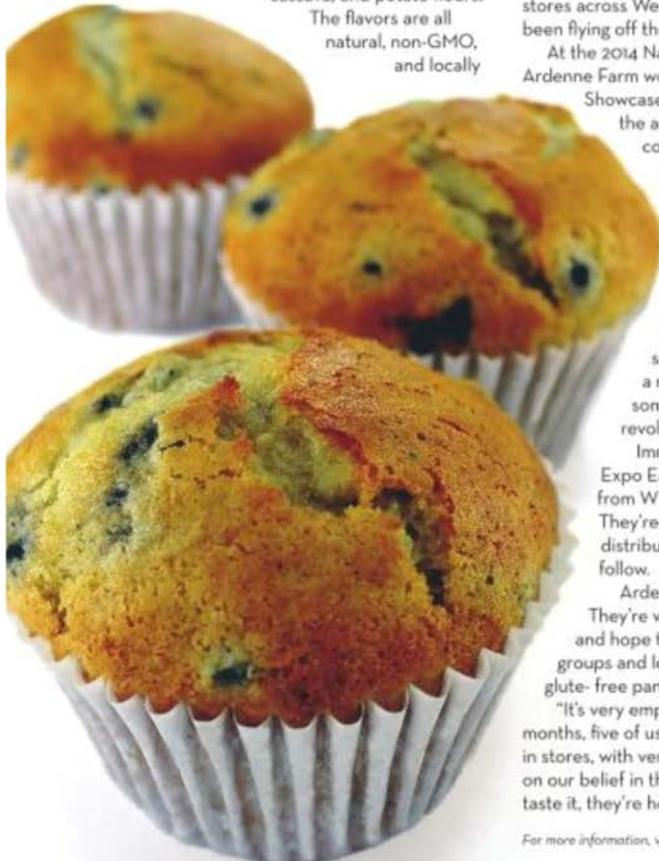
Ardenne Farm's Gluten-Free Baking Mixes Provide a Local & Delicious Alternative

BY CORINA HEICH

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