

HOLD FOR RELEASE UNTIL AUGUST 24, 2010

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Scoops From Scratch At The Penny Ice Creamery

Santa Cruz, CA (August 24, 2010) – It might be the smallest licensed dairy manufacturing plant in California, but no shortage of delicious ice cream is churned out at The Penny Ice Creamery which opened August 24th in downtown Santa Cruz. Passersby on the sidewalk can watch the daily ice cream production, which features organic, local, and seasonal ingredients. “Being licensed by the California Food and Agriculture department to pasteurize gives us a tremendous amount of freedom to craft our ice cream from scratch” says Kendra L. Baker, owner and chef, “We’re the only ice cream shop in town that isn’t forced to buy either pre made ice cream or a pre mixed base.”

Being able to control every aspect of what she makes has been the ticket to success for Baker, who after graduating from Johnson and Wales College of Culinary Arts in Rhode Island, worked abroad in Wales and France before helping to open Bar Tartine in San Francisco where San Francisco Magazine named her Pastry Chef of the Year. After Bar Tartine, Baker joined the two Michelin Star Manresa Restaurant in Los Gatos as Executive Pastry Chef where her exacting culinary style was appreciated by critics and the dining public alike. With the opening of The Penny, Baker enjoys a homecoming of sorts as she got her professional cooking start just across the street at Gabriella Café. “I’m excited to be back in Santa Cruz focusing on something I’m really passionate about,” says Baker.

Creating the space for The Penny didn’t happen quickly, but it was a labor of love for Baker and her business partner Zachary E. Davis. The historically recognized building was built in the twenties and needed a complete remodel before it could be occupied. Baker and Davis worked with Architect Christian Nielsen and Santa Cruz Green Builders to meet the standards for the City of Santa Cruz Green Building Award. “It was a big project, but it gave us a chance to work with some great local companies,” says Davis. “We started with a small business loan from Lighthouse Bank and our architect, builder, plumber, electrician, sign maker; just about everyone involved is based in Santa Cruz.”

An intensely local focus is a big part of how The Penny Ice Creamery does business. Fresh ingredients are sourced from local farms based on the seasons, meaning the

flavors change often. “We don’t want to get bored making the same five flavors, but we also don’t want to have fifty flavors sitting in our freezer,” says Baker. “We use what’s fresh that week and when we can’t get it anymore we make something new and even better!”

In addition to the local focus The Penny has a strong sustainability ethic. “Kendra and I both had kids in the last six months,” says Davis who holds an MBA in Sustainable Enterprise from Dominican University of California in San Rafael. “When we choose to use all organic cream, cane sugar, and eggs in our ice cream, we’re thinking about what’s best for our children.” Then laughing he says, “And we’re also thinking about what’s best for our taste buds!”

In the next few months the goals for The Penny Ice Creamery are simple. “Harvest season and the Santa Cruz Indian summer are fast approaching,” says Baker. “It’s a great time to make delicious ice cream!”

The Penny Ice Creamery is the only ice cream shop in Santa Cruz making delicious ice cream completely from scratch in house. The rotating selection of flavors feature local, seasonal, and organic ingredients served fresh daily, and never use pre-mixed bases, stabilizers, or preservatives.

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