



John Dickson's Food News Blog

The Restaurant Guy.com

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**The Good Cookie:** Here is a press-release for a "social and culinary venture" taking place tomorrow at the main courtyard in Paseo Nuevo:

**WHAT:** Casa Esperanza and Community Kitchen announce the launch of nonprofit bakery project: "The Good Cookie"; press conference and tasting

**WHEN:** Tuesday, April 13th, 11:00 a.m.

**WHERE:** Paseo Nuevo, main courtyard

**WHO:** Mayor Helene Schneider; Ron Gallo, Executive Director, Santa Barbara Foundation; Mike Foley, Executive Director, Casa Esperanza; Laurie Ashton, Executive Committee Chair, Social Venture Partners Santa Barbara (SVPSB); Lady Leslie Ridley-Tree; representatives from stores carrying The Good Cookie; Casa Esperanza, Santa Barbara Foundation and Social Ventures Partners staff and board members; invited guests.

Santa Barbara, CA —Each day Casa Esperanza's Community Kitchen prepares up to 650 meals to feed the hungry and the homeless – at Casa Esperanza and locations around Santa Barbara including after school programs and senior living centers. At about 6 p.m. the daily food preparation ends and the kitchen goes quiet. But that is all about to change with The Good Cookie project.

The project expands Casa Esperanza's capacity to assist the homeless in moving from homelessness to housing by developing a baked goods business in the Community Kitchen. Casa Esperanza's new nonprofit bakery is now up and running during 'bakers hours', its first four varieties of cookies are rolling out in specialty grocery stores, and the new venture will have its official kickoff in the main courtyard at Paseo Nuevo on April 13th at 11:00 a.m.

"Our dream is that the project will do well, so we can build on the benefits to the organization and the community," said Rob Grayson, Casa Esperanza's Director of Development.

The Good Cookie is operating out of the Community Kitchen location, producing cookies that are packaged and sold into the community to help raise funds to support the work of Casa Esperanza and the Community Kitchen. As operations are refined and expanded, the hope is that The Good Cookie will be able to employ Casa Esperanza members in order to give them real life skills that they can then take into the community to seek permanent

employment.

At the official launch on April 13th, The Good Cookie will introduce its first four varieties of cookies, each named with a philanthropic twist: chocolate chip'n in; oatmeal, yes we cran!; peanut butter days ahead; and opportuni"tea" cookies.

The Good Cookie is already available in stores around Santa Barbara, including Tri-County Produce, Montecito Village Market, Pierre La Fond, and Cantwell's Market & Deli. Soon The Good Cookie will also be available at Lazy Acres and Whole Foods along with a host of other locations throughout Santa Barbara County. For more information, visit [www.casa-esperanza.org](http://www.casa-esperanza.org).