# Audio file

[Jovial Foods Carla Bartolucci.mp3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

# [Transcript](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[My brother loaned me $85,000 and I couldn't lose my brothers money, so I was in my office. This little office we had, I put 2 chairs together. I laid down.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I just said please, I promise that I will be a good employer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'll share my profits with my employees.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'll always do right by my customers. Just please.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Help me not lose this money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[From NPR, it's how I built this a show about innovators, entrepreneurs, idealists and the stories behind the movements they built.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm Guy Raz, and on the show.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:00:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Bartolucci rediscovered a prehistoric grain, turned it into flour and pasta, and launched a powerhouse organic brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Jovial foods.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A lot of people ask us how we choose the stories we tell on the show and the simple answer is a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[9.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Of searching.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We spend a lot of time researching founders and their brands, but every once in a while an idea grows from something we come across in our daily lives and about a year ago in the supermarket, I noticed a box of gluten free spaghetti made from cassava.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Flower. I was intrigued, so I bought it and it was pretty great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The brand was called jovial and I'd already been using their diced tomatoes and rice pastas in my cooking for a few years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They make olive oil and tomato paste and even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[All produced in Italy, but the brand is probably best known for its pastas made from a wheat called Ein Corn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:01:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And because I'm a sucker for stories on boxes, I read about how jovial helped revive this ancient unhybridized wheat, a type of wheat that is not genetically modified.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Some people with gluten sensitivities can actually eat it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Anyway, I decided.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Dig around to find out more about the brand and I came across the story of Carla Bartolucci.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Carla and her husband, Rodolfo, grew jovial from a shaky startup into a national multimillion dollar brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The past decade.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They were inspired by their own daughter, who had a sensitivity to wheat and gluten. But the journey to building jovial was filled with personal tragedy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Failures, bad business partners and very slow growth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I called up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we ended up having a wonderful rich conversation about her life, about her working class upbringing in Connecticut, and most importantly, about our mutual.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Of cooking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:02:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In the weeks after the interview, we stayed in close touch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Carla sent me her ein corn sourdough starter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I sent her photos of my ein cornflower pizzas and then a few weeks ago I received a small bottle of balsamic vinegar from Modena, she wrote.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This balsamic comes from one of the oldest vinegar makers in Modena.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Enjoy this black gold, which I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then a few days ago I got a call that left me stunned after a very brief illness.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Carla Barlucci died unexpectedly at the age of 53.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Even though we never met face to face, it still felt like losing a good friend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And while.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wasn't a household name. She was well known in the specialty food business and widely respected for her vision and integrity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Select.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:03:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So while there are a lot of important business lessons to learn from this episode, we want to think of it mostly as a tribute to her remarkable life and career. A life that began in New London, CT, where Carla grew up, the granddaughter of four Italian immigrants.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Food was really important to my family, my both my mother and father were really, really good cooks. My mother, she was just effortless in the kitchen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Never can remember 1 bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Maybe one, but she would also make vegetables, really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She knew how to clean artichokes and cook them with parsley and garlic and a little white wine, so that when you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They just melted in your mouth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[As a kid, I would just walk by this huge bowl of artichokes and justice, pop them in my mouth. If they were so good.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She made fresh ravioli, gnocchi, toilet with all kinds of sauces.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know my dad, he was a great cook.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He didn't cook that often, but he would make cabbage and bean soup.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I had never be able to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:04:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I can't replicate the flavor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you know my dad, he he loved fishing. So he had a lobster boat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And lobster pots. And we had a ping pong table in our basement and I still remember that ping pong table being lined with trays of lobsters stuffed lobsters that they would cook for relatives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:19](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And he also made wine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In our cellar, we made wine and it was nice, you know? But at the same time I was growing up in America.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so I think when the my grandparents immigrated, they didn't want to be Italian.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They wanted to be American.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So they tried to lose their accent, but but they they held on to these food traditions.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Where you grew up in Connecticut, was it Italian?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was it like most people? Kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like what do you remember about the people in your in your town?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:05:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, there was basically in Italy people would choose a town that was similar to where they came from. And so a lot of people there lived came from this one area of Fano, it's called and they actually developed a neighborhood that was called the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Fort and on the other side of the town was kind of the Nice Beachy area where more wealthy people lived and my father was able to buy a piece of land on the nice side of town and build a house for us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I grew up.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In a neighborhood of people you know who are better off than us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So tell me about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What your dad did for a living?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was a bricklayer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did he have like a small business that he ran?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He tried.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, he really wanted to own his own business, but he had four children and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So he ended up just working for construction companies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So your dad is a bricklayer and you had three siblings other siblings.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Were you the youngest, by the way?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was the youngest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And will.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Will you the only girl?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was the only girl.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Post you were surrounded by boys.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:06:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. So I was very competitive in at a young age because I just felt this pressure like to do good at just to do things that they were doing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:00](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hey.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you grew up, you're growing up in Connecticut. And from what I understand, when you were 16, your father was diagnosed with cancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, my parents sat us down in the living room and told us, and the next day I went to height. I was in high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Went to English class and my friend's father owned the Funeral Home in town and I said, you know, Eileen, my father has cancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I didn't even know what it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And she just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At me like. Yeah, very bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I asked my mom to drive me to the health food store with this little teeny health food store I'd never been in, but I saw it when we were driving past it to go to the supermarket, and I walked in and, you know, it smelled like falafel mix.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:07:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was kind of weird, you know, with all the bulk bins and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I went to the section where they had books and I noticed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The macro.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think that that time it was called cure for cancer. It was a long time ago and I asked my mom to buy it and then I came home and I was like, dad, I'm going to cure you of cancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Going to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He just he just was not interested.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How old is your dad when he was?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Diagnosed he was he was 56.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But he had been to Italy to reconnect with these relatives, but on his own once and his final wish was to go back there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was very, very sick, but he took one of my brothers and I and we were there for a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He he wanted to go to Italy knowing that he did not have a long time to live.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, he died a few months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was also a little sick there, but but the trip was amazing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That trip completely changed my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And this is your first time going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:08:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, we stayed with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They gave us an apartment to live in right in front of the Gelato store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[First of all, I noticed just how good people looked. You know, it was a time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Before things got big.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This was in the in the early 80s.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[85 and I also noticed that when we got to this apartment like I was obsessed with, like turning over forks and looking at the tablecloths and everything in the house was made in Italy. And I was like, wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This country sustains itself because back in Connecticut, everything was getting like huge supermarkets and this little downtown that we had with a butcher shop and a fish market and everything was all closing down and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then I had this one memory of it's called the night of San Lorenzo, when there's a lot of shooting stars.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we went up into the hills.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:09:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You could see the the Adriatic coast.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then we just sat there and the sky was so clear and there were shooting stars everywhere. And I just said, I wish I could live here someday.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:10](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was totally hooked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was thinking of why did my grandparents leave?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We've yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Paradise, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So that trip clearly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Had a huge impact on you and and I guess when you went to college, you went to Connecticut College?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I went to Connecticut college because I wanted to stay close to home because I didn't know if my father was gonna be alive or not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's where, that's where I went.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And and your dad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Your dad passed away pretty pretty soon after that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Trip.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He did a couple days before I actually started college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And it got to the point where you had to decide your major.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:10:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I was looking through the book and I said let me look at Italian and it said if you majored in Italian and you have financial aid, you have to spend a year abroad in Italy and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The program covers like your apartment. It gives you stipend and I was like, that's me. I'm going.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I have to go to Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I've got to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's calling me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:11](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you end up spending your your junior year abroad in Italy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That year would be.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like change the rest of your life, because that year you also met the man who would eventually become your husband and and business partner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Rodolfo, how did you guys?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How did you meet?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He he was a friend of one of these distant relatives that I had that lived in Madonna. And he said, oh, let's my mother said, you know, I should come and pick you up and take you to her house so you can say hi to her. So we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Next.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[His house and my husband had just pulled up because his best friend lived next door.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He wasn't your husband.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was this guy. So yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is now Rodolfo.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:11:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[As soon as I saw him, I was like, if I'm pretty enough for you, you're my man.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I just knew it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was just, I don't know. I just had this feeling.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you hit it off right away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We were just friends.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mean we would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I would go in Italy when you're that when you're that age you have like this group of friends and they all go out together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So on Friday or Saturday nights, they would say, hey, do you want to come tomorrow night and go out with us?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The girls would sit on one side of the table. The guys would sit on the other and they would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Talk all night long.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'd get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, they were talking about things like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Oh, have you ever heard of like band?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They have these roll ONS now that work as deodorant. I was like Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But they would always sit me next to him because he didn't have a girlfriend.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was he a student?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He actually had just finished.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Military service and he had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:12:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Studied agriculture in Bologna, but his family had had some financial hardships so he had to go to work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I guess YouTube start dating and at a certain point you go back to the US to finish college.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But then you you returned Italy and you and Rudolfo move in together, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. And what were you both doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was working in this agricultural company and I had my first and only job as a translator.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But after a couple of months, I got yelled at because I translated stainless steel to in oxidizable steel.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:30](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think it was an important company to those important, you know customer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So the man who ran the place.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Me. His office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And just yelled at me and I just looked and I said I quit, you know, so I I've only had one job in my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like two months and we were already having a hard time making ends meet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Eat because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:13:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In Italy, you know, people don't really make a lot of money, and if your parents don't have something, it's almost impossible to get ahead.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I didn't want to be like my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Always worrying about money, I wanted to have a family I wanted to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I wanted to do things so I was very motivated to to get ahead.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You wanted to start a business?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so I convinced my husband to go to United States because one day I was like, God, you can open a business in United States for, like $200.00 and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He said OK, wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you convinced him. And by the way, did he speak any English?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Now he studied German and high school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So he knew no English, you convince him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You convinced him to to go to the US and you're not married at this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[No, but we did have to get married for him to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Green card.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I got you right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We just like called my. My cousin was like a justice of the peace and we signed the papers and that was it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you get married.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To come back to the US, and now, what was the idea?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was the business you were going to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:14:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The first business idea was to move to Miami and open up Piedina Hut at the beach.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So Padina is like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Flatbread that they make on the Adriated coast, and they have these striped huts and you know you just stuff them with prosciutto.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Or greens or tomatoes. And that was our idea.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we drove to Southern Florida and we actually stayed in a campground in a tent and it was very frustrating because nobody was going to give you the permit to open up a petina Hut in Miami Beach.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Night I went to bed and I left my sneakers outside of the tent and when I woke up in the morning, I put them on with no socks and there were these little teeny fire ants inside the sneakers and bit my feet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That was so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I looked at my husband.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Started to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I said, let's go back to Connecticut.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Can't take it anymore.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[All.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so you go back to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did you go back to New London where you grew up?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:15:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We live with my parents. I didn't have any with my mother. I didn't have any money, so we were in the kitchen brainstorming and my brother and his friend were there and I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We're going to open a fresh pasta shop with, like prepared sauces in this touristy town called Mystic Connecticut.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And they were like, you'll never make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You need to make sandwiches and grinders and things like that so right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because Connecticut, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I was like, alright.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we found this man who made this really good Italian bread.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was like 20 minutes away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so we would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We would leave our house at like 5:00 in the morning, pick up this whole load of bread and and then I would weave in some Italian things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like it made focaccia. I made spinach pie and we found.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[An empty store and it was only $500 a month.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We couldn't really afford a sign or anything, so I actually painted the windows backwards in red paint.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:16:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And this was this was in like the late 80s, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Think it was 91.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Oh wow O if I have my cinematic history correct, this is after Mystic Pizza.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Movie came out probably.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Get many tourists.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was pretty much a local spot and we also my brother had loaned US $5000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You didn't. OK, I got you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we took 1500 of that and bought this old faima cappuccino machine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we were the first people in town to have a cappuccino machine. And you know, my husband was a pretty good looking guy who could barely speak a word of English.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think people like to come and just for the novelty of getting a cappuccino from a real Italian.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. And then on Saturday, you could special order, you know, fresh tortilla, all kinds of sauces.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow, you can get homemade lasagna.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And who is making all this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Stuff me and my husband.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[My mother helped us too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you guys were just like working like crazy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, but it was fun.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:17:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It retails not my thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I knew that right away. You know, I don't really like to be everybody's friend or talk to people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Kind of like a behind the scenes type of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So after a year we decided to put the business up for sale.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:12](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We just wanted to move back to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[My husband always wanted to own a farm or something, and we sold the business for about, I think it was like $25,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we had saved money because we were living with our parents and so we took all of that money and moved back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Italy and our idea was to buy a little piece of land and put up a greenhouse and open a nursery.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[From what I understand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Around that time you you went back Rodolfo's brother was was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was in a car accident and then around that time your mom was diagnosed with cancer as well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We were trying to get something started and one afternoon it was summertime and we were all getting ready to go to the beach and the phone rang.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This is in Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:18:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, the phone rang and it was like the hospital. And they said that his brother had had a serious accident and was being lifestyle helicopter to the Bologna hospital to get there right away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we took all of our money basically and helped his family renovate a bathroom and a little room in his house that was handicapped accessible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then once things started to get better with his health, I got a call.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was my mother and she said I have cancer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I said to my husband, I I just can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I have to go back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So he came.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you guys are back and forth, back and forth and now back in Connecticut again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Your mom.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Presumably you don't know how long she has to live at that point.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She had multiple myeloma, so she was sick for about four years. So a lot of cancer going away, cancer coming back. I mean, it just tore me apart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was terrible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:19:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did you guys go back and move in with her?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We took care of her and started to kind of brainstorm what was our next move and she really latched on to my husband. She loved him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was like Carlo who like I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so they were always together. And I started to do Italian lessons because we didn't have any money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And one of the women I taught, I became really close.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She was an older woman and she had just lost her son to brain cancer, and so we connected and she, she told me when I told her I was trying to help my mother with diet and she said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You should go check out bread and circus in Providence.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was like, what's that, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And bread and Circus was a natural food store that we should just say eventually was brought up by Whole Foods. But at the time it was, it was like in New England, Boston. And I guess Providence. And it was like it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, listen.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Amazing store. Yes, it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then you know at that time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Husband moved to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know when he grew.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:20:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Up the bakery where his parents bought bread, was owned by Luciano Pavarotti's father.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He still talks about how good these little French roles were there, and he comes to the United States and it's when everything is becoming fake, you know, so we would go to the supermarket and buy a loaf of French bread and he would just look.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Ingredients and say God, why can't they just make bread with foreign water?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mean what is dough conditioner and?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. And I was like, yeah, you're right. You know. And one day we we drive to Bren Circus and I walked in there and I immediately went to the customer service and got. They had a little pamphlet with their financial statement. And I was like, this is where.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Food needs to go, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[America needs to be natural.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Doesn't have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Be, you know, hippie natural, but we can't keep eating all this, these additives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so that's really what I wanted to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I was like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:21:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm getting into this industry and you know, naturally, we gravitated toward the past.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And at the time, I think wholeheartedly, like if you wanted to be healthy, you ate whole wheat pasta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like that was what people gravitated towards. If that whole wheat pasta was healthier, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, good. Breaking away later. But they thought, you know, and so we bought some holy pasta. I think the bowls was the number one brand. And when I tasted that, I was like, Oh my God, we can do so much. We could.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Little bitter, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We can do so much better than.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, but Carla, like you were, I'd say this, with all due respect, you were like, you know, barely out of college with no money and like, no resources.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How are you going to get into that place like bread and circus?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, first of all, I have to say that my father was always incredibly proud of me and he made me feel like I could do anything in life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:45](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[My.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I grew up with this confidence like I could do everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Husband isn't really like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, it was, it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Uh huh. Uh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:22:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And second of all, my husband really, really missed his hometown.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mean moving to Connecticut was tough for him.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So to make him feel better sometimes we used to drive to New Haven, where they had a newsstand that sold Italian newspapers and magazines.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And he would load up and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so we open the magazine and there was an advertisement for inorganic brand of pasta and olive oil and tomatoes and things like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We called his father and said go in Italy. You have to write who is the Co?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:35](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we said go in store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And figure out where where they make this product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was just an advertisement, but how did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What was it about the ad that struck you as interesting?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I didn't even know that there were people in Europe making organic foods.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[OK, was organic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I got you was organic pasta and you said, oh, this is interesting. Maybe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Maybe we should check this out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:23:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we had his father go. He bought a bottle of olive oil. He gave us the address.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we made-up a facts and lied that we were a food distributor and and that we wanted to sell the products.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you you send a fax to this company and you say, hey, we wanted, we want to distribute this in the US and they were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Sure. No due diligence or.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They were just like, yeah, OK, fine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. And they they said that they had just developed this brand called bionicure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And they were thrilled to sell United States.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then we became friends with them after afterwards.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you were going to just get all this, this raw material and then package it under your own brand and label?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[No, they packaged everything under their brand, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They package. How much did you order?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Are first order.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I believe it was about $20,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was a 20 foot container.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How did you pay for?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

['Cause, you guys, you and Rodolfo had no money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:24:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We had no money, but my brother had saved a lot of money working as a bricklayer and he was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Tired of his life? And I said if you I have an idea. If you loan me some money, you can have a third of the company and eventually when we make enough money, I can hire you and you can manager warehouse.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brother was a bricklayer just like your dad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was just saving his money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He saved every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He still saves every penny. He turns his heat on in his house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Very frugal, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How much is?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brother Lonio, my brother loaned me $85,000.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Which was his life savings? I have to imagine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Almost, almost all of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we took $65,000 mortgage on my parents house.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's a lot of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, you took a mortgage out on the House.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Basically was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The only asset you guys had, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, but I never.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Never really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I would lose money. I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was just going to work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:25:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Don't know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I never thought I wouldn't succeed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Thought.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I thought, I think I can do anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's awesome. All right, so that was the money just for the this new business, this importing business that was going to sell organic pastas and sauces in the US.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You make the order and the shipment presumably arrives a couple weeks or months later.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That 10s of thousands of dollars worth of product, by the way, where did you, did you go and pick it up at like, I don't know, Mystic seaport?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Does it arrive?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, we rent, we we rented a warehouse and a little warehouse. It was actually in an old grain mill near my home. And the owner of the building, my landlord. He just really liked Rodolfo and I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I can remember when the 1st.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Distributor came to pick up the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We loaded the truck and he said OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The bill of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I'm like Bill of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:26:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What's a bill of lading? So I ran to the landline like Frank.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The bill of lading.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'll help you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Help.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, we had to learn every.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Know anything?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How did you even you have all this product coming? And then what did you guys?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did you start to go around to grocery stores and and say, hey, we've got this pasta, will you carry it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did you? How did you even?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because ordering the pasta from that company and the sauces is the easy part.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, and my husband can speak English and I am a terrible singer. So basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Per perfect examination.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, so there was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A gourmet shop in town and I kind of clicked with the manager there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Took some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I mean, eventually I figured out you need a broker and things like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I guess you also personally start to work with a small distributor there. Where were they placing your products?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:27:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, it was basically in the Northeast and this small this distributor called associated Buyers actually started selling our products to Food co-ops.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So there's like a national network of food corps.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was all independent.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But the Food co-ops really embraced this whole wheat pasta, and that's how we really got started.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was whole wheat pasta and what else? What were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You guys selling?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think we had some jellies, some juices. Fruit nectars. Yeah, yeah, olive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like sweet jellies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Oil and all under this this label bio nature. Yes. And at the time, was it you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And your brother living together.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, and he would go to work and put money on the table. 'cause. We couldn't get a paycheck, and I would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[For us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So there's the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Of you live in an apartment. And I mean, you were putting money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Spending money to buy this product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But you have to make money from the product. And were you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It hard to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:28:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't I. How does it work? Like you import the stuff.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Buy something for a dollar, you sell it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[$1.50.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's pretty simple principle, but was that more or less what you were what you were doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we were trying to do, I mean we also had to pay for trade shows and expenses. We submitted the Bionicher brand for the fancy food show. I think it's called the Sophie Award and we actually won as best new product line.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Where is that force at food?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Show in New York and so that that's where all the money went. You know, it was like those added expenses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But still I mean it's still hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean anyone knows anyone introducing a brand knows how hard it is, especially with no marketing budget to get people to to use it or to to try it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I have to imagine even even in the first few years, it was still a tiny number of people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Had even heard of it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think we managed to sell about $500,000 the first year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's not bad.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And at the end of the year, I was really behind in the QuickBooks and putting things into the computer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:29:57](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But it was the end of the year, so I had put all the bills and all the expenses and I ran our first.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And it was like -200.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because of the cost that you are the amount of money you were spending on buying product and also going to trade shows and other expenses.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, and it couldn't lose my brothers money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I was in my office, this little office we had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Put 2 chairs.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I laid down and I just said please, I promise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That I will be a good employer. I'll share my profits with my employees.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'll always do right by my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Just please help me not lose this money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Who are you talking to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Whatever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Power would listen to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:30:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When we come back in just a moment, how Carla and Rodolfo built bio nature into a top organic brand and then almost lost control of the business and how that near disaster led to the launch of JOVIAL.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Stay with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This message comes from NPR sponsor Snack Magic, a build your own snack box service, making it stress free and easy for you to treat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Event attendees, clients, or your global team to build their own snack box from over 500 snack and beverage options.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Whether it's one person or 1000 people send all your gifts in one simple e-mail order and your recipients build their boxes online.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Snack magic makes it easy to boost team morale and say thank you get 10% off with the code NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And learn more at snack magic com.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:31:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This message comes from NPR sponsor Squarespace. The easy to use website builder designed by world class designers. Squarespace is all in. One platform is dedicated to making it easy to establish an online presence with domains.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:32:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Marketing tools, analytics and more go to squarespace.com/npr for a free trial, and when you're ready to launch, use the offer code. NPR to save 10% off your first purchase of a website or domain.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:32:34 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What happens to police officers who get caught stealing, lying or tampering with evidence? Each week we open up an internal affairs investigation that used to be secret to find out how well the police police themselves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:32:49 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Listen to on our watch a podcast from NPR and KQED.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:32:52](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hey, welcome back to how I built this from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm Guy Raz. So it's the late 1990s, and Carla and Rodolfo are trying to get bio natures pastas and jams and olive oil into small.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Food co-ops across the country, and they're also trying not to lose all their money in the process. And then.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A major organic food distributor called US and told us they wanted to carry our products.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How did they find out about you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[These food coops requested that they pick up the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:34](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow. Yeah. Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so basically if you can get your product in enough retail stores, the retail stores can request that the distributor carries your product and that's what happened to us. And once that distributor carried our products, a food broker called us and asked us if they could get.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then things just started to take.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:33:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And the idea would be that people who are looking for more sort of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Whole grain wholesome pastas would just discover it on the shelves.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, and a lot of people started to buy the semolina pasta because we pressed it with bronz dyes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was made in an old pasta. I mean, it was really good quality.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[His bronze and bronze dyes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's what makes pasta have that like those, like microscopic ridges in them, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Holds the sauce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, otherwise it just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The sauce will slide right off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Just slides off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, and I organized my company in a way that we were able to market the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did you?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Tell me some of the things that you remember doing to market the product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, basically when you start to sell the product, there's all these, you know, sales and promotions that you have to do. And we were getting charged back so much money it was becoming hard to make money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:34:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And when you take charge back, you were having to pay the supermarkets the money that you essentially were discounting to the customers, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, that's that's actually how it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like when there's a discount at the supermarket, the supermarkets not giving you a discount, it's the the brand and then they still have to pay the supermarket the full price that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This normally would retail for.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And if you don't have a way to control.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Can just it just becomes unreasonable.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And it can destroy can completely destroy business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, because you don't want to say no, but you have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Sometimes you know you have to be in charge of how you're spending your money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So there were must have been times where you were selling the pastas for less than you were paying for them, or around the same price.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Let's just say it was tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Just discounts. And then what other kind of marketing were you doing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, to believe or?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I actually answered customer service emails for like 5 years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:35:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And really connected with our customers and I think I don't know. I personally felt like it made a difference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Know I would just if we made a mistake, I would say yeah, we made a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm sorry or I would give them a glimpse of the education I had on food and they were like, Oh my God, this is the best customer service I've ever gotten.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:14 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But how did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What explains the fact that people were finding out about?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, it's one brand of pasta on a shelf of 40 brands of pasta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What explains the fact that people found out about it mean you weren't? You didn't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Assuming you weren't advertising on television or magazines.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You weren't on Oprah, was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:36](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, there is a large organic trade show in California called the Natural Products Expo West.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. And I'm famous one, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. And we had begged this manufacturer to make the first organic balsamic vinegar on the market.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:36:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we went to the trade show and we exhibited these products and at a certain point, this guy came by and he was from Spectrum Organics and he was the he was the founder, CEO.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Oh yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And he said, I'm going to send a friend of mine, a guy that works at a company by to talk to you about this organic balsamic vinegar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So his President, Neil, came by and said, you know, we'd really like to partner with you on this product and sell it under the Spectrum brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So he came to Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Visited the factory and then each.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But you made an agreement with.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You said sure we'll, we'll. We're happy to just with with the with the ball. Samic vinegar. OK, sure. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. Heck yes. Yeah, yeah, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So he came to Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We rented this minivan.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We just randomly drove around Italy and stopped wherever we felt like stopping.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And his wife and him were kind of bickering in the car.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I said, hey, let's switch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:37:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So she sat in front with Rodolfo and they got along so well and I sat next to him and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At a certain point, I turned to and I said y'all. I really need to find a sales guy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And he said somebody called me the other day.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Think he'd be perfect for?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Let me let me get his name and I'll give it to you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So when I when we got home to Connecticut, I called.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This guy and basically I sent him a package and are priceless. And I said I really need help with these chargebacks.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What did you send?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You sent him pasta? And what else?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think we had tomatoes at that time and olive oil and everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right. And the next day I got a letter from him and he said, I love your line. I want to work for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, he had a lot of experience and he really helped us grow the brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm not sure how many years, but bio nature became the number one organic selling pasta in the United States.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Let's just be clear about that for a SEC.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That sounds great sounds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:38:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's a huge achievement, but I have to imagine by the time it became the number one organic pasta brand in the US, let's say in the early 2000s, that's a tiny sliver of the Pasta Market, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:02 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, it's teeny tiny sliver.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I've always been humble, so I never was like, Oh my God, I'm so great, you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The number one pasta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But the people in Italy, you know, the success really went to their heads and they were the total opposites of us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brain.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They they were excited about how well the product was doing in the US. It was doing better in the US than.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wasn't Italy much better?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because in the US this was something interesting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Organic Italian pasta, whereas in Italy was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:32 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Pasta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But did did it occur to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like maybe, maybe we should be doing our own thing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Were you just perfectly happy?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Kind of being the bio nature outpost in the US.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was trusting and we actually didn't even have a contract, which is crazy and at that point things were getting a little.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Notice that these guys were, you know, they had brought on partner investors.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The Italian owners of the biochar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:39:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And they opened a new factory and it was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But I was like, how are they going to pay for this thing?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Know I was sensing that there were signs that they were overspending.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean did bio nature?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Let's just say they were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Were going to go out of business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That would obviously affect you guys because you would not have a product to sell in the US.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We would have lost everything. I mean, and I knew that and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At the same time, by any chance weren't getting along with their.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So they were interested in a distribution agreement, but also a licensing agreement that we could start if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because they figured if things went bad with their partners, we could take control of the brand and they would get a royalty payment.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And worry you guys at that point because now we're this is around I think 2008 in the financial crisis is hitting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:40:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mean. Was your business doing really?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Were you guys financially secure and and all those things?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think we were surviving when we were about maybe 15,000,000 in sales and things were OK.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, you weren't banking 15,000,000 bucks a year, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[No.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, I have an accountant who's been my financial advisor from day one, and I walked in. I told him my story and he looked at me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Carly, you're really bright. I think you're going to be successful, but you're going to have to accept that you're not going to be able to take money out of this company.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Just going to have to keep reinvesting your profits every year, and that's what I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So when this company bio Nature started to come apart.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you guys very wisely made Greenwood and that that if, if it did fall apart, you would continue to have the license and pay them a royalty that must have been really stressful.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because you would invest it at this point, 10 years more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:41:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In this business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, it was hard time for my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[My kids were six and three and my older daughter was always like, why do you have that face, Mom?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Oh my God. Just thinking about work.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:12 Speaker 3](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know what?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Are those bad people?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, they didn't understand, but it was evident that we were in big trouble.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Time, even though you had a house in Connecticut, you decided that you wanted to move back to Italy and and live in Italy, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, we just had finished a house which I had bought by the skin of my teeth and we packed up our bags and went to Italy because now we had to find people to make the products right away because we were there was number factory.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we went there and found new factories and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Suddenly realized that the pricing that we had was very unfair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so when we when we went direct, we made a lot more money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:42:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They were selling it to you, was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Totally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, totally unfair.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I guess at this point, Carla, I should explain kind of a complex situation that you kind of found yourself in because from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And bio nature, right they were.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Were having problems.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They some of the owners of bio nature made a deal with other another group of Italian business owners to allow them to license their products in the US basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Trying to cut you guys out, even though you you and Rodolfo had built up the brand in the US.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so you you guys filed the lawsuit.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. And I mean anybody listening to this knows that a lawsuit is super stressful and takes a long time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:41](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It took years and it was very expensive and I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:43:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Actually, hire a top lawyer because I didn't want to lose because I didn't even not want to lose 'cause. The licensing part was a no brainer. I wanted to prove.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That they had held us back and caused us to lose a lot of profits so that we could actually buy the brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you just buy them out because what was the point of promoting the brand in the US and all the work you had done for the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[12 years if. If you didn't have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A ownership.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Some ownership exactly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You worked with them without a contract for almost 10 years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Anyone who is listening do not do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, but because you were, you were basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:31](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, they had a great deal, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And again, I mean it sounds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[There was a friendship you had met these people. You like them.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Liked you and and then you were promoting.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Their their.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's like if I started a kombucha company called Guys Kombucha and I found.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Some young French college students like, Yep, you guys go promote it and I'll, you know, I'll sell it to you and you guys can get it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:44:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It in France and then they just spend the next 10 years promoting guys kombucha on France like I've got a great brand in France.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mean. That's basically what they had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like I said, I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Had bio nature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, like I said, I had no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I really had no idea what I was doing and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I didn't really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Have any qualifications to even ask you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I felt like I couldn't even ask for a contract in the beginning and then by the time I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:20 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It just we were so busy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I never really never really crossed my mind.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So all.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So now you've got this lawsuit, which is super stressful and you have to run the company and you've got two kids and they're in school in Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How are you doing all that stuff?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Difficult time in my life.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And you know, just the children, you know, my daughter was like, where's my yellow house?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Are my toys and renting apartment and just buying everything all over again?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was it was tough.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:45:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I imagine at this point you are dealing with a lawsuit. You're dealing with this stress of potential competitor distributing your brand in the US and at this point you don't yet own the brand today. You do own it. But at that time, you did not own the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Bio nature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right. Did you start to think I got to get some control over something?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because there was a possibility you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Not win that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then bio nature would be out of your hands.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. We would talk about it all the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We switch the brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know we didn't what to do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. And one day I said I'm going to start a new brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I told everybody in our company and they said you're crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because you'd already spent all this time building up the brand bionicure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, but I I said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm really the one who built the Bionic brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I can do it again.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I learned a lot in my.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think I was 40 when I started. Jovial and someone had said to me, oh, it's your 40th birthday.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:46:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Of what you want to accomplish.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I thought about it and I thought, you know, I want to do something that really is comes from within.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Did you come to the realization when you started a jovial when you were about to start jovial, that you had to do this?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That relying only on Bion nature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was to actually quite dangerous that in order to actually.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Do something that was less.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You almost felt almost like you had to start jovial.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I had to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, I had no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I wasn't going to switch out the brand, it was just too weird. I mean, I had to start over and I really wanted to do something that I had created because I knew that I was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A big part of the bio nature success, and even though those products a few of the products were lined up before I got into it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:49 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I feel like I approve them later and that I'm good at what I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:53 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Do so. You're starting to think about a brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:47:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Meantime, one of your kids has some serious health problems, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Says Julia. Your older.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Daughter Julia, my oldest daughter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What's what's going on with her?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At the time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She thought she had fluent sensitivity since she was born.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It just kept getting progressively worse.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To the point where she had a lot of symptoms and just looked very unwell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What was? I mean, if you don't mind me asking, what kind of symptoms?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She had stomach discomfort.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She had swollen lymph nodes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Had huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Her nose were plugged.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Often get bronchitis.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then she developed asthma and then her hair started to fall out in clumps.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is she was. How old was she?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She was 7.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This started.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Happen with more frequency when you were in Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, because we got here and we were living with my mother-in-law and it was all, you know, bread. Pasta. Yeah. And literally after two weeks, she had a severe asthma attack.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:48:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I'm assuming you went to the doctor to find out what's going on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They tested her for celiac disease because that's pretty prominent here in Italy and it came back negative, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. Celia, which is came back.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I did not know Celiac is prominent in Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Italy loves people with food and they regard celiac disease as a serious disease.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, people are trained in restaurants certified.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They just have a complete respect. Like if you can't eat wheat, they feel bad for you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Don't feel like, Oh yeah, sure.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow. So she came back from a celiac test and she was negative.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That means that she was not allergic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To gluten. But it didn't mean that gluten wasn't maybe connected to some.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Her health issues.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A famous homeopathic Dr. in my town.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we got her in there and he looked her over and he said I believe she has gluten sensitivity.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:49:56 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Not celiac disease, but if she stops eating wheat, I think all of her symptoms will go away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you go on a gluten diet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right. You stop being and and and let's be honest, gluten free bread.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm sure there's some great, and I know people are going to be listening and they're going to start sending me loaves of gluten free bread, but I haven't found one that is good as.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Non gluten free bread.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Let's just be honest, it's not great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's really hard and so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But in the meantime, this is from what I understand this is like 2007, 2008 you come across.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A variety of wheat called en corn. Yes. How did you come across?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Corn, were you searching for like an alternative wheat to try for for your daughter?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, you have to know that I'm a food manufacturer, so I educate myself in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So when the doctor said she can't eat wheat, I immediately started to research wheat and I read about things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:50:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That happened to me and how it was hybridized. And then how in the 1940s, there was the Green Revolution where they were breeding it to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Increase yields and how they had dwarfed it with cobalt radiation. And I was like, oh, my God. No wonder my daughter can't digest this weed.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What? Maybe I can find wheat that's not hybridized.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, maybe I can find the oldest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So my husband is really our research and development.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was like find something please because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When I see somebody who's not, well, I don't believe it's their fault. I feel like it's there's something wrong with what they're eating and you know, it became my daughter so that so I I was never going to stop till I figured out what to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I told my husband find the oldest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That there is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In existence, and let's try it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:51:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When we come back in just a moment, how Carla helped bring Eincorn out of the shadows and onto the shelves of stores, and how she began to market jovial with one of the most labor intensive ideas you can think of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Inviting a bunch of people to a cooking retreat in Tuscany.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:08](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Stay with us.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm Guy Raz, and you're listening to how I built this from NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:16](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Following message comes from NPR Sponsor NI. With their next 100 series celebrating the big thinkers and creative Problem Solvers who engineer Ambitiously, NI is talking with experts who have taken their visions and made them a reality with lasting impact.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Each week for 100 weeks, NI is publishing a new article, video, film or media piece about technology and The Pioneers shaping our future.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Learn more about the next 100 at ni.com perspectives.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:54](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hey, welcome back to how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:52:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm Guy Raz.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So it's around 2009 and Carla and Rodolfo are talking about starting a new pasta brand. And they're also starting to learn about an ancient form of wheat called eincorn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we looked up the story of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Being found frozen in the stomach of oxidized Iceman.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Frozen money that was found in the Alps.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[There's a museum.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We immediately went to the museum with our kids and there was a couple.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Of brains that were frozen on his coat that looked exactly like a webery from.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was amazing and we found an association in northern Italy that after he had been discovered, they got grants from the European Union.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To figure out everything they could about iron corn and with the local farmer, they started to replenish these iron corn seeds.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:53:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wow. So a couple questions, first of all, it sounds like a German name eincorn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It means 1 grain because there's only one grain attached to the stock at a time. It looks different than regular wheat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I bet you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So basically this wheat was thought to have been.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Extinct and was resurrected.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, there's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Couple 100 acres, some in France, some in Germany.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know Turkey, where people still throw it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:20](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Go grow.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You come across this grain and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What did you do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean did was it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Could you just buy a bunch of it and mill it into flour?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[No. So we well, basically we made an appointment with this researcher.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We listened to the whole story, which was fascinating to me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Nutrition the the versatility I was just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was like, Oh my God.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[At the end of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I believe that I can sell this product in the United States.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Can you give us seats?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But how did you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:54:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, even though it was less hybridized, you thought, wait, this might be might be a way to get people who are not celiac but still gluten sensitive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To still enjoy wheat because this is an heirloom pure, non hybrid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's more than.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's ancient, the most ancient grain that there is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Nobody touched.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's pure, but I ran my business by intuition, you know.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Head said go for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:17 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So how did?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How did you get your hands on it to start experimenting?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because you're a Baker, you're a cook.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. So there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I found a little male that had some in northern Italy and I got some and then I put Julia on this clinical trial.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I she either ate.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Emilian coin for lunch and then gluten free. We switched back and forth.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What were you making? I'm going. What?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I started to make bread.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:43](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And, you know, cooking some whatever, like anything, everything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And was it harder to work?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:48 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, is iron corn flour?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It work the same way.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It easy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:52 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Kind of work with and turn it into a nice bread loaf.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:55:55 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It wasn't my kids still talk about the first looks for like bricks because basically it absorbs less water than wheat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I would keep adding flour to make it feel like the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Mixture of. So I already knew how to make sourdough and then when I would bake it wouldn't rise and it was terrible.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Then this one week we went on vacation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I took the flower and starter and there was nothing in this kitchen that we were in.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mixed up the dough and it was really late and I was tired.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And so I just decided to add more water and then the next day, I kind of plopped it in this pan and Oh my God, the best bread came out of the oven.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was like that's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Trick to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To to throw into the the pot and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I didn't add.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's still way less water than a regular \*\*\*\* brand, but it was enough to to get the bread to rise.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, and you didn't need it basically.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Now it's kind of like a no.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Need bread. No need bread. I got you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And and this flower was. I mean, it's still wheat, right, but it's different.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:56:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What it was like, it's higher in protein content.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It has a very weak gluten, so there are certain types of gluten or proteins.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In all other kinds of wheat that iron corn does not have.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So like pizza made in in Naples is they use like double O flour like that has a very high gluten.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, it's.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's chilly in this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Chewy. Yeah, right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, but you can still make delicious pizza and everything with iron corn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You just have to learn how to do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I'm going to be clear, is not gluten free.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Should make it, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Good for you. Can't eat it if you have celiac disease.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:35 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you start experimenting with this and you're making an account. Everything like I'm cornbread and pastas and pies and stuff like that for Julia. And what happens.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Her symptoms go away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She's starting to feel better in about two months.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then progressively better took about two years for everything to go away.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Right.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:57:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So now you know that you you have something that you want to develop into a brand, but who?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Growing.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Where do you get it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, so basically ask this researcher if I could have seeds and he he gave us the name of a farmer and he said we don't sell seeds, but if this guy's willing to share with you, go for it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:18 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Everybody likes my husband. He drove to the farm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They became friends, the guy said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'll give you the seeds and then that weekend we had a school end of the year dinner we sat across from the sky. We started talking. He said he was a weed farmer and I was like, hey, you interested in trying something new?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He said sure, I'm not making any money growing wheat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Talk about wait just for a moment. Just talk about.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A moment of luck.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's an elementary school dinner, and the guy you're talking to is a wheat farmer, and you happen to be. You happen to have a wheat problem that you need solved and and how often do we get to just sit across the table from a wheat farmer who we.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:51](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Do you know?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:58:59 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Meet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It just fell into my lap and he was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A wheat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He was like the best wheat farmer I've ever met because he was going to grow that wheat no matter what. I mean, we had no idea how many seeds you planted per acre. Like we didn't know anything.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I think we planted 50 acres the first year and I love this farmer because he would come in Italy. You could pick your children up for lunch at elementary school.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Would come in a gigantic tractor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:27 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To pick up his daughter for school and I would be like there's my farmer and he would just every once in a while say you guys got to come to the farm because I've never seen anything like it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like totally.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't know if.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It I don't know if it's going to make it and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It did, and we harvested it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And from what I understand, by the way from from reading about this, the yield is like 1/5 of the normal yield for wheat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like you might have 50 acres of this, but like it's a fifth less than.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Would.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[00:59:56 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[From hybridized normal wheat that most of us eat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we've had to save the seeds every year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We started with this original variety, which will never change, so we've had to manage everything. It's well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's a huge project, I mean.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Time you are starting, you decide to start a new brand called jovial.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Going to continue to distribute bio nature.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But you're going to start this new brown, jovial and jovial was going to be built around.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Eincorn and and gluten free pastas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, a lot of advisers said don't do anything but Einstein. You're you're the eincorn person.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm like it's going to take years.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To get people to know what it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:40](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I can't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:40 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I can't do that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I need to come up with, you know, something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Else.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:45 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you so you started when you start out with jovial, you didn't just start with the iron corn.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Pasta. But she also had, like, like rice puffs, like full on gluten free pastas.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:00:57 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, I don't want my daughter to be eating a ton of starch and gums for the rest.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Her.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I wanted to just be flower, so I've always tried to make gluten free foods without those added ingredients.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So the pasta factory that makes our pasta actually started making gluten free pasta in 1970.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:17](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was a no protein pasta for people with kidney disease, and they tweaked a machine and they got in on the gluten free pasta really early.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:26 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And they're really good at.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I said, let's pull out all the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brown's dies slow drying everything. And you know who's going to do that for like, who really cares about gluten free people?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I wanted a good pasta, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You wanted the bronze because that's more expensive.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:01:44 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Because the most pasta we in in in the US, even probably even in Italy, is just mass produced and it's not extruded through bronze dyes that that leave those that like nice textured pasta. If you want to buy it, you can go and buy it. This is more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah, they use Teflon, so it's like a non stick pan. It just.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Through, but you want a gluten free pasta to have that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:09 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That texture to hold the sauce.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I wanted the gluten free pasta to be as close to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Regular pasta as I could possibly make.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:18 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It and what did you start with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Start with with rice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brown rice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brown rice. OK, start with brown rice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know you need the brown rice to get it a little bit more flavor to be closer to wheat flavor.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Got it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I think in 2010 Jovial was born and now you've already had this distribution network because through bionicure. So I have to imagine it wasn't that hard to get to get your products into Whole Foods and to other.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Health food stores right did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So did you were you able to get the?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Corn pasta into Whole Foods pretty quickly.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:02:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They took it nationally and it was actually not too hard to get the products in distribution, but unfortunately they did not sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:00 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They didn't sell.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[People didn't know the brand and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was surprised by that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was surprised because.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You thought consumers are like me, they're going to look at the labels are going to see there's high protein content, they're going to see. There's a high fiber content. They're going to want to try this, but people are not like you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Don't do that in the grocery store.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They walk by things a couple of times before they pick it up, and I think Americans are, you know, they like. They're faithful to their brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Once you get them on your side, it's good, but they it's hard to to get them to stop buying whatever they're buying and try something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Something new.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:33 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So it did not do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think it took.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Six months for iron corn to be off the shelf, but they kept.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What was the other the brown white dress cost?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Other products.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[The brown rice pasta, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So they dropped iron corn pasta and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That must have been kind of a gut punch.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was, but we also had a lot of people that were embracing the flower.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:03:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They wanted to bake at home with something that they felt was pure, so it was this product that we were growing in a different way than our usual channels.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So you were selling eincorn?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Flour, like all-purpose flour at Whole Foods.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Now we were selling it direct direct to consumers. Yeah. And a lot of people.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Just put 5.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Word started spreading, yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Meantime, you're not getting traction with the iron corn pasta at Whole Foods pretty soon after Whole Foods dropped you. From what I understand you, you decided to offer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[For the cooking retreats in Tuscany, like for people to come to learn how to cook with iron corn flour, you started to like host people and teach them how to do this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And the idea was that if you could just get people to see and to hear the story, then more people would know about it and it would take off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Sometimes I would sit with marketing and I would tell them stories and they were like, oh, if people could just hear this, they would buy our product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So I started to think about it and I said I'm going to try this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:04:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think the first two times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:01 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I had no idea how this would go, so I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I was going to teach the classes I I paid an influencer who was popular and gluten free to come and do it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She also promoted the trip and that's how people came.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They didn't really know us too well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:15 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This was a this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Blogger, who was influential in the gluten free world and you said.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we want to show you what we do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[She was called gluten free Girl at the time and basically we all live in the same big villa, which is beautiful and it's a few steps from the pasta factory. So I would invite an important buyers or, you know, people also in the industry to come and take.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hmm.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[On a tour of the pasta factory.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Then we would have a class every other day free time in between and after class we would make a traditional Italian dinner.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:05:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That everybody loved. But when we first started, I worked so hard. I'd wake up 4:00 in the morning to have breakfast ready by 7 because everything was fresh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:01](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:02 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wouldn't sit down until.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, I basically would sleep for four hours.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And this is like manual labor, you're like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:08 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And but we learned how to get better at it and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I just learned that I have AI feel like I have a gift for this type of teacher. I know a lot about food, so when we're in the cooking class, their eyes are just on me.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, I'm just wondering, Carla, from a marketing perspective, you.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And if they love it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Really busy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You're running bionic.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Sure, you're starting this new brand jovial and you need to get the word out about iron corn. Like it doesn't seem super efficient to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Start a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Retreat and to spend your free time.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Which probably had almost none. Teaching just 20 people at a time had.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Cook with Einclit doesn't seem like a particularly efficient way to market your product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:06:54 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But just think of all the people that would see that on social media and want to go but not be able to go.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. And I've always wanted my business to be my own.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:03 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Know I want to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm good at like staying true to yourself is the best thing that you can do in a business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't copy people I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:11 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I just do what I feel like is important. Is is true to me and that was.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:15 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Something that I have that's unique and once I started doing the getaways, I would hear people talking.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:22 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[About everything I got to know the gluten free consumer up close and personal.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And what was missing in their lives? And I also connected with them on a deep level.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm I've had people come back six times.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah. It's just, it's amazing to me that you decided to do this, which turned out to be smart because it was a way to get the the the word out about the food.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Like this is not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, when you look at like your PNL right for your business, this is not a money generator.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You can go on these retreat.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:07:58 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, they're not bargain basement cheap, but I can't imagine you guys are making really making money off of these things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:04 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We try to break even.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:06 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[My business has never been about money. If you looked at the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:10 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Margins on iron corn, they never would have happened unless I was crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But I always felt like, you know, that first promise like I am going to honor my consumer if I did that, the money would fall.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When did you guys?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, you started this business with your your brother as a as a partner 196 or something.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When did you become profitable?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think we were profitable after the third year, not immensely profitable. And I think we had two years where we lost money, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:41 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We've run a tight.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, we had a very small warehouse that we rented for $3000 a month for until 2014.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:51 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And we stretch that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We outgrew that seven years before we moved out.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:08:57 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I I think that in maybe 2012 or 2013, I think America's test kitchen named your gluten free pasta. The brown rice pasta the best in in the US, which I have to imagine just like.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:12](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was a huge.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:13 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Boost for for your business, for the for the jovial brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They actually did it a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Years in a row and they marketed that a lot and it and it really did.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:21 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Was a turning point for our pasta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Wait.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:23 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And that really did the gluten free pasta really begin to drive the jovial brand?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That the engine.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Kind of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Help to take off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:31 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, and it totally does today too.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So it's our best selling product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So as you started to gain more traction through the gluten free pasta, did you start to see more traction through the the incorpor?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Ation.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:46 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm going crackers cookies.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And then, because I have this passion for products packed in glass, we also came up with beans and last year.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:09:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We introduced a grain free pasta which has taken off like you can't even believe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:06 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Cassava pasta.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:07 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, because I feel like if I can create a food that can make a difference in somebody'd life and fill a void and do it well, then that's what I have to do.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:19 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Grain free was becoming popular and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I felt like I could do this well with no added ingredients, nothing. Just cassava and water, and that product has taken off.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Faster than brown rice pasta, it's really, really doing well.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So now the the brand jovial. You're still based in Connecticut, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:41 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's the headquarters are in Connecticut.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes, we have a warehouse in an office.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:46 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But you make all of your things in it. All your products are made in Italy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Of your things.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Your products are made in Italy, right?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:10:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Everything is currently made in Italy, but we do have about 5 years of new products and some of these products will have to be made in the United States because they're not products we can make in Italy soon.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:05 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm very excited to, you know, I'll finally have a product that's made in the USA which I'm proud of.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We should mention by the way, you did win that lawsuit eventually and you did were able to buy out the Bion Nature brand and it is now yours.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Own that brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:21 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When did jovial kind of begin to become a bigger brand than bio nature?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It if if it is it is.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:29 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When did you start to notice jovial, kind of overshadowing bionetra as a?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Brand 2018.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:36 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[2019, yes, you know, so many companies, we've so many businesses that we've had on the show, the founders, some some of the businesses are totally privately owned or or or founder owned. Some of them got to a point where they they could not actually scale.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:11:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Without outside money, like because of Walmart or a target said we need we need your product and it meant that they had to like quadruple output and and cash flow alone could not fund that or finance that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:07 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How would you deal with?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:09 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't spend money unless I have it, so if I wanna do a project I make sure that we make the money that we need to cover it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

['Cause you can choose what supermarkets or chains or whatever you you present to you don't have to say yes to everybody.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[How we do?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:24 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We have an order of priorities and work down that list and I need to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't sell 200 and if I do, that's great.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's got to happen in a manageable way, and when I hired.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:37 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Our niece guy I told.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:39 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, you might be able to totally go over, you know, the sales goals that I'm gonna give you, but.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't want to grow faster than that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I don't put myself in a position where I'd need to ask for money.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:50 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Over the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:12:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, I have to imagine that you've been approached by people who want to invest and want to kind of scale this and make this into like the, you know, the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:01 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Bareilly pasta of organics and you know whatever.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is that attractive to?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is there anything about? I mean is that an interesting thought to turn jovial into like the barrilla of organics?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Absolutely not.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, I have worked so hard I can't even tell you to stay independently owned and I just want to keep continuing to be proud of Le Own and be able to handle my children.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:25 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What? What would?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, I've asked this question to to give.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Very erratic, Crawford, the owners of Clif Bar 'cause. If they own, they started it. They own it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Yes. Yeah.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:37 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You know, I've asked him the similar.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:39 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[What happens if your kids don't want to run this company one day?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, we've talked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It recently actually, and I believe they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:48 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[They they may not run it from day-to-day, but they.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Cook are totally against selling our company, so I've kind of set up a management team.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:13:59 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Last year, because it got too hard for me, I couldn't do everything anymore and I feel like we're growing infrastructure and everything could run smoothly and they could live happily ever after.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Here's my daughter.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:14 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Develop she actually developed a product that I think is really going to be successful and we're trying to get it produced so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:22 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:24 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Is it come in a jar or does it?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:26 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[In a box.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:28 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It's actually a bread product.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:30 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Oh.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:31 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[So maybe comes in the freezer section.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Maybe.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Maybe. Maybe. I think you'll like it.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:38 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think so.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And by the way, what what role does?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:42 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Play with the company now.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:44 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He manages every factory except for the pasta factory, and he manages the farmers and he manages.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:52 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Research and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:53 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He's he also taught me a lot. You know, we've worked together from day one.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:14:58 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He's a totally different personality than me, so there is this Italian side to the business and if I was the only person here, we never would have succeeded because he's more.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:12 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Just very humble sweet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:13 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He's just nice and kind and he has patience.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:17 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And he also had a different approach to running a business like when we first started to hire people, he couldn't believe that people had to pay for health insurance.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:30 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[From day one, I've always paid.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:33 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[100% of every employee's health insurance and covered every expense because we have this European kind of sensibility to things like that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:42 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He's taught me a.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, he taught me a lot about food.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:45 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[He's kind of a behind the scenes.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:47 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Quiet person who really has made a difference.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:15:51 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When you think about all of the struggle that you went through, you know, starting the piadini place and mistake and the and then shutting it down and going back and forth to Italy and then back to America, I'm back to Italy and then, you know, and all that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:08 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[An incredible tragedy. I mean, your father, your mother.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Rodolfo's brothers and and then the lawsuits and the.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:16 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, just there's a lot of struggle there.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:19 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Don't.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:20 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Does when you think about that, do you think? Yep, it's just, that's just part of the journey. Or do you think God, that's kind of crazy.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Know how I made it through?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:29 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I think I think both, sometimes I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:34 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I've had a full.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:36 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I mean, I've lived every not every experience, but I've lived a lot of experiences and.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:43 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Sometimes my husband and I talk about it like, how did all this happen to us? But I think.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:16:50 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[We've just most people have tragedies. We've had a lot of them, but I think it's shaped our lives and it's really.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:00 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Made me more sensitive to helping others.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:04 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[When you think about your journey and and what happened and where you are now, how much do you attribute that to your?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:11 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Hard work and how much do you contribute that to your to just luck?](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:16 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Well, I was lucky to get into the health food industry early, and I've definitely worked.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:23 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Very, very hard.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:25 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[But I had this very strong intuition or inner voice.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:32 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That has really guided me through and I've listened to.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:35 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[And I think that.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:38 Speaker 1](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Important.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:43 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's Carla Barlucci, cofounder of jovial foods, on May 22nd.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:49 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Carla passed away unexpectedly after a brief illness.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:17:54 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Carla's husband, Rodolfo, will continue in his role at jovial in this month, their daughter Julia, who is the inspiration for the brand.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Will be officially joining Jovial to help run the family business.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:10 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Thanks so much for listening to the show this week.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

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[01:18:27 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[You can also find us on.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:28 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[That's at how I built this NPR or my personal account at guide dot Ross.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:34 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This episode was produced by JC Howard, with music composed by Ramtin Arablouei.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:40 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[It was edited by Neva Grant with research help from Darrell Gales. Our audio engineer was Patrick Boyd.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:45](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:47 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[A production staff includes Casey Herman, Rachel Faulkner, James Delahoussay, Julia Carney, Farrah Safari, Liz Metzger, Janet.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:18:55 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[Lee and Annalise Ober, our intern is Harrison, Vijay Troy and Jeff. Rogers is our executive producer.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:19:03 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[I'm Guy Raz, and you've been listening.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:19:05 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[To how I built this.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[01:19:12 Speaker 2](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)

[This is NPR.](https://1drv.ms/u/s!ACuE0Z-4JoB_gVY)