

Contest winner launches ice cream business

Institute, WV – What better way to cool off on a hot summer day than by indulging in some decadent sorbet? Visitors to the Mountain State Art and Craft Fair at Cedar Lakes in Ripley from July 3-6 can stop by the Wooden Spoon Appalachian Creamery booth for owner Phillip Bricker's line of West Virginia-made sorbet.

Bricker won first prize in the new entrepreneur category of the 2007 West Virginia Recipe Challenge, an annual competition created by West Virginia State University Extension Service with the goal of launching new specialty food businesses in the state.

After a year of working, planning, and collaboration, Bricker's business is beginning to blossom. He has a full-service production facility in downtown Charleston and a recent exhibit at the West Side Wiener Dog Race, a part of FestivALL, was a success.

"It's quite a process with frozen desserts, as there are certain challenges that other food businesses don't face," said Bricker. "But we're really getting started now and are looking forward to our upcoming events."

In addition to the Mountain State Art and Craft Fair, the Wooden Spoon Appalachian Creamery products will be available for purchase in the country store at the State Fair of West Virginia in Lewisburg, August 8-16.

Bricker's specialty sorbet flavors include strawberry champagne, wildflower honey, wildberry, peach and blueberry. Among the ice cream varieties are fresh mint chocolate, WV peach & praline, and blackberry wine & black walnut.

As his business grows, Bricker – a culinary school graduate and former sous chef – plans to expand into grocery stores and begin catering events. He has also been fine tuning a recipe for entry into the existing business category at the 2008 West Virginia Recipe Challenge taking place August 10 at the State Fair.

For more information about the Wooden Spoon Appalachian Creamery, contact Phillip Bricker at (304) 205-4290 or thewoodenspoonwv@yahoo.com. Details about the 2008 West Virginia Recipe Challenge contest can be found at www.statefairfowv.com.

