

Gotham Gal

Greyston Bakery



Greyston Bakery has the ultimate business model. It is a \$6.5 million for-profit business which gives all of the proceeds to the Greyston Foundation. The Greyston Foundation then supports community development initiatives from low-income housing, childcare, health services, technology education, HIV health care and community gardens

mostly for Yonkers. They supply desserts and baked goods to top-rated restaurants in and around NYC. They also supply the brownies in Ben and Jerry's ice cream.

From the beginning, Greyston employed economically and socially challenged people. Through Greyston's efforts, they have helped break the cycle of poverty by creating opportunity for the hard to employ.

I also like that they are a profit company with a social conscious. They have decided to pour all their money back into the community but it is run like a profit business which makes all the difference in the world. The profit world creates a different set of standards which is probably one of the many reasons for the success. The people who have been employed by Greyston see what it means to run a profit company every day.

They have just launched a new product. It is called the do-goodie brownie. You can buy this brownie at Whole Foods, Balducci's, Gristedes, Good & Natural (Bronx), Health & Harmony, Park Slope Co-op and Westerly Natural Market and at their site. All profits from the brownie are donated directly to the Greyston Foundation so as they say, you can feed your conscience too.

There are four different flavors; chocolate fudge, espresso bean, walnut fudge and brown sugar brownie. Yes, good for your conscience but they are delicious. I mean fantastic. Rich, gooey, full of flavor, intensely delicious. Also, they make cakes to order. Next big event, I am going to buy from them. They make wedding cakes too. If the brownies are any indication of what their other sweets taste like, then doing business with Greyston Bakery is a winner on all sides. Good for the soul and good for the taste buds.

May 11, 2008 | [Permalink](#)