



Featured Mom

Featured Moms - Erin Rosen and Laila Bowden, Founders of Crazy Ketchup!

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Meet Erin and Laila, Founders of Crazy Ketchup!

I get so excited when I find new products that are invented by moms for moms. I was one of those moms that tried making purees to get vegetables into my kids diets. Maybe that's why Crazy Ketchup clicked for me. Erin and Laila sent my family a bottle and we love it. My kids now pull it out of the fridge and pass by the old stuff. Amazing!

I was curious to find out more about how Crazy Ketchup got started, so I invited Erin and Laila to share their story with us.



THE STORY OF KRAZY KETCHUP

We are Erin and Laila, two moms, whose kids go to school together. We carpool, attend the same birthday parties and enjoy hanging out with each other as much as our kids do. We also have a mutual concern to be good moms and that our children grow up to be happy, healthy adults. Sometimes we have felt it's not so easy to do either!

Krazy Ketchup was conceived when our toddlers decided to give up vegetables. We started playing the hide the purees in the macaroni and anything else we could game. Realizing the kids LOVE dipping everything in ketchup was our AHA! moment. Both of our families used the major ketchup brand on the market and we started slipping the purees into that ketchup and the kids never noticed. BUT we felt we were only halfway there and decided to make the ketchup ourselves with all natural ingredients. We wanted it to taste like ketchup but be as healthy as we could make it. KRAZY KETCHUP was born!

We knew we were on to something when we attended our first food industry trade show and realized there were 1000's of BBQ sauces and only one ketchup which was a jalapeño gourmet type. We researched and found that ketchup is a multi-billion dollar industry and 97% of American households use ketchup and 1 in 5 moms use it EVERYDAY! We decided to market towards kids (really moms of kids and designed our label and look with them in mind. We also took input from our own kids. (We have 5 between us)

So with our own funding, we incorporated, found a commercial kitchen to make the ketchup, ordered bottles, labels, seals, and all the ingredients and made several batches ourselves. We even bought an induction sealer on EBay to seal the bottles.

The response to the ketchup was so amazing we kept selling out and had to keep going back into the kitchen. Finally, we decided to hire a co-packer to make it for us. That was an adventure, and we are still learning every day about the food industry, how it operates and also how to run a business. Our backgrounds weren't in this area.

MARKETING

To start out, we went to a couple of stores who gave us all kinds of great advice - from the nutritional label info to getting a barcode (P.C. Greens in Malibu, Grow in Manhattan Beach and Chefmakers in the Palisades) Then we had booths at several school, charitable organizations and store events that led us to finding a food broker who in turn helped us gain a distributor and distribution in all Bristol Farms stores.

Our marketing/publicity success so far has been word of mouth, demo tasting and social media. We've sent bottles to various mommy Bloggers and have received incredible reviews. We have been in Cookie, Parentdish, Celebrity Babyscoop etc. We are on Facebook, Twitter, etc. and that is been a way of spreading the word with no budget.

We are currently working with a new co-packer in Oregon and in the process of gaining more distributors with the goal of expansion – Gelson's, Lassens, Henry's, Sprouts, Mother Market, and of course Whole Foods. We were the number one demoed grocery item Memorial Day weekend at Bristol Farms and continue to sell well.

The part of this we love the most is people, adults and children alike, find us that have dietary issues and can now enjoy ketchup again. And even though we've marketed for kids, we find fans from all kinds of lifestyles – people who are completely into organic only, the gourmet foodie world, and the diet world (HungryGirl did a review and we had a major surge of business) even the bodybuilding world.

Our future plans also include expanding the brand with other recipes ideas we are working on.