



The Story

Esther's path to fresh pasta from scratch began with a simple question – where does my food come from? – followed by a not-as-simple answer – I'm going to grow my own. When she started playing around with dirt and seeds, she realized she had a secret talent for gardening. Armed with a green thumb and a dedication to organic and sustainable practices, she was able to grow bumper crops of just about anything: mint, basil, beets, carrots, avocados, lemons, and more. As the produce piled up, she contemplated how to make use of it.

"I really love food," says Esther, "and I love to learn new things." Inspired by childhood memories of her dad loving noodles, she crafted her very first batch of all-natural pasta. After using her own produce to garnish that pasta, she decided to take it a step further and infuse those garden-grown flavors right into the pasta. Like so many of us do, she posted her meal on Facebook and the immediate response from friends was, "Wow, if you sold that, I would buy it." That was her light bulb moment.

Esther then spent nearly all day, every day, of the next six months making pasta from scratch – try-taste-repeat – using herbs and vegetables right out of her garden.

"I've always been described as conscientious and determined and I coupled that with my passion for cooking," Esther points out. "Anyone can make pasta. I wanted to make the best pasta." She maintained her commitment to organic growing and found local sources for almost all of her ingredients. "Nearly everything that isn't grown in my own garden is grown somewhere nearby by a real person, not a corporation. 'Farm to table' isn't just a catch-phrase to me. It's what I want for both the food I eat and the food I sell."