



AN OFFICIAL PRESS RELEASE

MY MOM'S MOLE

Culinary Startup Raises Funds to Expand and Broaden Audience



PRESS RELEASE - SEP 14, 2015

California-based My Mom's Mole aims to promote traditional Mexican cuisine made with sustainable and locally sourced ingredients through a rewards-based crowdfunding campaign on [Barnraiser](#), a platform that focuses on the local & sustainable food movement.

My Mom's Mole announced today that it is raising funds via a rewards-based crowdfunding [campaign](#) to make its cooking classes available to the public at a reduced cost, to increase production capacity, to cover part-time labor costs for a new team member to do in-store demos, and to begin a pilot partnership with local farmers to grow organic chile peppers to use in its mole powder.

The company set out to raise \$9,000 on [Barnraiser](#) to move into the next phase of its growth. Supporters of the campaign can choose from a variety of rewards including t-shirts, first-run samples of two new moles, mole for a year (1 lb a month), and a private salsa dance lesson to name a few. Barnraiser is a social and funding community that allows its members to influence and scale the food movement by connecting to innovators of sustainable food and farming, celebrating their stories, and collectively backing projects that shape how communities farm and eat, locally and globally.

Aside from offsetting material costs and acquiring new equipment, My Mom's Mole is donating some of the proceeds from its campaign to three local organizations, whose values align with its own and who have been key to its recent brand development and growth. They are FOODWHAT, which empowers youth through teaching them about food justice, Digital NEST, which provides technical training and mentorship to students, and Friends of Santa Cruz State Parks, which works to ensure that area state parks and beaches are maintained for the enjoyment of all.

The soft launch of the campaign was Thursday, September 10 with an official launch on Monday, September 14; it will last for 32 days ending on Friday, October 16. The campaign had already secured over \$1300 in pledges at the time of this release.

About My Mom's Mole

My Mom's Mole is a Mexican culinary startup that produces & distributes a mole powder to a handful of local markets; it also offers a monthly cooking class & dinner on the complexities of mole. It focuses on sustaining traditional Mexican cuisine using responsibly sourced

ingredients. To learn more visit the campaign on Barnraiser at <http://bit.ly/mole914>.

For more information or media inquiries please contact:

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Related Files

-  [Flyer for My Moms Mole Barnraiser](#)
-  [Spice up your life with My Mom's Mole](#)

Additional Links

- [My Mom's Mole - Main Site](#)
- [My Mom's Mole on facebook](#)

Additional Images



Categories:

Food, Business, Agriculture

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cooking, crowdfunding, crowdsourcing, entrepreneur, farming, local food, mexican food, mole sauce, organic food, santa cruz, startup, watsonville

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Original Source: www.newswire.com