

CRAIN'S

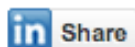
NEW YORK BUSINESS®

Proof is in the pudding

New York Natural Pudding Co. rolls out premium flavors to NYC's gourmet stores.

By Lisa Fickenscher 

July 29, 2012 5:59 a.m.



Pudding, that old-fashioned treat, could be heading for a revival in the Big Apple.

This month, **New York Natural Pudding Co.** began rolling out its premium chocolate, salty caramel, banana, French toast and other-flavored creations in about 30 of the city's gourmet stores. And in August, the Westbury, L.I.-based company will roll out a food truck.

"We think we are at the right place, right time," said co-founder and investor **David Smith**. "Our product is made very similar to how Mom made pudding on the stove top with milk and cream."

Pudding, unlike the ubiquitous frozen yogurt, can hardly be touted as a healthy alternative, but Mr. Smith knows a thing or two about creamy treats. His family once owned the Dolly Madison and Sedutto ice cream brands, and he owns MaximoPino, a gelato brand made in the Westbury facility where the pudding is produced. The entrepreneur has backed other food concepts, including Rockography Cafe, a music-themed restaurant in the West Village that closed last year.