



For Immediate Release

Contact: Kristen Mitchell
Phone: 443-478-3014
Email: executivedirector@marketcenterbaltimore.org

CAJOU CREAMERY OPENING THIS SUMMER AT 411 HOWARD STREET

One of Two Winners of the Howard Row Small Business Storefront Competition

BALTIMORE, Maryland – May 19, 2020 – Starting this summer, visitors to the 400 block of Howard Street in Market Center are in for a refreshing, healthy treat. Cajou Creamery, known for its creamy and delicious plant-based ice cream, made exclusively from handcrafted almond and cashew milks, will open its first brick-and-mortar storefront at 411 Howard Street in September.

Cajou Creamery’s owners Nicole Foster and Dwight Campbell have deep Caribbean roots, growing up picking ingredients for meals from their own backyards, and as a result, are passionate about real, whole food. Motivated by their lactose-intolerant children to create a dairy-free ice cream, they offer seven refreshing flavors, inspired by their global travels: Mexican Cacao (chocolate), Horchata (vanilla and cinnamon), Cortadito (coffee), Cheesecake (vanilla and blueberry), Baklava (honey and pistachio), Sweet Potato (southern pie), and Kulfi (coconut and cardamom).

Fans can find Cajou Creamery at farmers markets, including the Baltimore Farmers Market under the JFX, the 32nd Street Waverly Market, Govanstowne Farmers Market, and the Market at Montebello—a community market on Lake Montebello created and hosted by Cajou Creamery in Northeast Baltimore—in gourmet grocers, restaurants, and hotels, including the Marriott Waterfront. Cajou recently launched a same-day delivery service of three or more pints in Baltimore City so ice cream lovers can quickly and safely get their fix.

The Market Center Merchants Association (MCMA) and Charles Street Development (CSD) facilitated the Howard Row Small Business Storefront Competition. Local developer Poverni Sheikh Group (PSG) sponsored the contest as an innovative opportunity, to attract new businesses to and increase foot traffic in the burgeoning Market Center district of Downtown Baltimore. Cajou Creamery is the first of two winners to be announced.

The judges appreciated Cajou Creamery’s high-quality products (and plans to expand to offer things like vegan shakes, soups, and sandwiches), track record, business acumen, and the “global chic aesthetic” envisioned for their new space. The judges also support Cajou Creamery’s commitment to transitioning to a worker-owned cooperative that will employ returning citizens. MCMA expects Cajou Creamery to attract more foot traffic to and complement other businesses in Market Center.

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“We are excited to welcome Cajou Creamery to Market Center,” said Judson Kerr, President of the Market Center Merchants Association. “Baltimore is ready to embrace healthier foods and more international flavors, and we like that, as a black woman-owned business, Cajou Creamery reinforces Market Center’s diversity.”

About the Market Center Neighborhood

Once the retail epicenter for Baltimore, the 27-block Market Center is a diverse community of commerce, arts, entertainment, anchor institutions, and residential buildings. Its location in the heart of downtown is rich with history and landmarks and is home to world-class live theater, the famed Lexington Market, long-time businesses, and major employers.

Market Center is roughly bounded by Baltimore Street to the south, Greene to the west, Cathedral/Liberty to the east and Madison to the north.

About Poverni Sheikh Group (PSG)

Poverni Sheikh Group is a 30 person vertically integrated sponsor with in-house development, construction, bridge debt and property management platforms with a key focus on development, lending and construction in the prime high growth Baltimore & Washington, D.C. Metropolitan Area. The PSG leadership team includes Eugene Poverni, Ibrahim Seikh, and Greg Kostrikin.

About Market Center Merchants Association (MCMA)

The Market Center Merchants Association focuses on supporting commerce, retaining and attracting businesses, and improving the consumer and residential experience in one of Baltimore’s most historic neighborhoods.

About Charles Street Development (CSD)

The Charles Street Development is a non-profit organization, 501 (c)(3), whose mission is to support and promote the businesses, cultural attractions, entertainment venues, restaurants and retail establishments along the Charles Street corridor. HCSA serves as a problem solving and information resource for its members, as well as provides a forum for networking, communication and collaboration.