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## SLOW: LIFE IN A TUSCAN TOWN

### A New Book by Douglas Gayeton, Laloo's Head Goat Wrangler Chronicling His Journey from Tuscany to Petaluma

**Petaluma, Calif.** (July 28, 2009) -- Laloo's® (pronounced Lay-Looz) is proud to announce the upcoming September release of "[SLOW: Life in a Tuscan Town](#)" featuring photography and text by Douglas Gayeton, an introduction by noted chef Alice Waters and a preface by Carlo Petrini, founder of Slow Food. To preview the entire book online, go to <http://welcomebooks.com/lookinside/slow> or visit [www.welcomebooks.com/slow](http://www.welcomebooks.com/slow) for signed first editions.

**"Many have tried to explain Slow Food in written words, but few have managed to communicate the essence of this movement as successfully."**

*Alice Waters, internationally renowned chef, Founder of Chez Panisse and Slow Food Nation*

**"These photographs are rich and undeniably authentic ... they go beyond the boundaries of nations and languages and represent the principles at the heart of the Slow Food movement."**

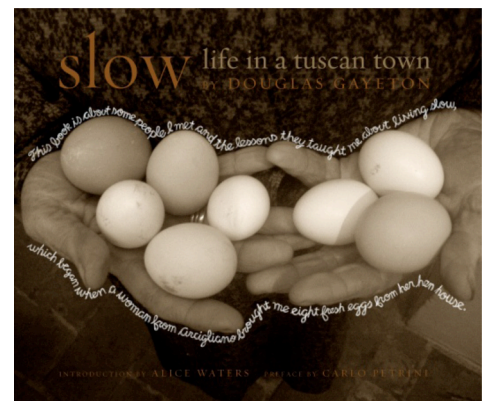
*Carlo Petrini, Founder of the Slow Food movement*

Laloo's goat's milk ice cream company and **SLOW: Life in a Tuscan Town** are the physical culmination of two shared journeys that began in Tuscany and led to a new life in Petaluma, California, where Laloo's Founder Laura Howard and her husband, multimedia artist and director Douglas Gayeton, have dedicated their lives to the principles of slow living and slow food.

"After immersing ourselves in the Slow Food movement in Italy, we made the conscious decision to dedicate ourselves to making things which reflect the spirit and principles that define the Slow Food movement," says Gayeton. "Having learned of the tremendous health benefits of goat's milk, we moved back to America and found a farm in Sonoma, the heart of goat country, where Laura decided to try making something truly unique -- a healthful dessert made with truly special ingredients."

"While my book is meant to both educate people and share the beauty of a slower lifestyle," Gayeton continues, "the Slow Food movement also offers valuable insights into how to lead a healthier life, ideas which incidentally are central to Laloo's mission as well."

Howard agrees. "A sense of community, a connection to not only where you live, but the planet and one's health are all important aspects of the Laloo's experience. It's the message we put into each one of our spoon-lickingly delicious good-for-you flavors."



Laloo's is not only delightfully good, but also good for you, good for the planet and good for the goats. Contrary to popular belief, goats are picky eaters. They are browsers, not grazers. Goats don't decimate the land, they are light on their feet and because they are smaller they are the perfect addition to any biodynamic farm. In fact, goats actually eat dry brush that causes fire, eradicate poison oak and help to aerate the soil where they browse and make it more supple for the natural habitat to grow. Goats roam in tribes, and for the most part in American culture, are being cared for by smaller family farms with bio-diverse crops and livestock. Laloo's small bio-diverse family farm is situated in the heart of the natural food region – Sonoma County, an area very similar to Tuscany for many agricultural, food production and social reasons. Laloo's goats are outside on the land in the sun and that makes for happy goats. Visit [www.CleanFarmCleanWater.org](http://www.CleanFarmCleanWater.org) to learn how specially marked pints of Laloo's support Waterkeeper Alliance and its local Waterkeeper programs.

### About Laloo's

Laloo's Founder Laura Howard – a former Hollywood producer and ad executive turned yoga instructor, goat herder and “mompeneur” – started making ice cream from goat's milk in 2004 using an antique ice cream maker she inherited from her grandmother, who gave her the childhood nickname “Laloo” (pronounced Lay-Loo). She is a steward of sustainable farming and purchases many of her ingredients locally in Sonoma County, California and Wisconsin. Laloo's mission is helping small farmers create a delicious, healthy and sustainable product. Since its founding, Laloo's has doubled growth annually while launching a healthy new premium ice cream brand available nationwide at specialty/health grocers, including Whole Food Markets. Laloo's is available in six spoon-lickingly delicious ice cream flavors: Vanilla Snowflake, Deep Chocolate, Strawberry Darling, Black Mission Fig, Rurplemint and Capraccino; three pro-biotic packed frozen yogurts -- Cajeta de Leche, Cherries Tuillerie and Forestberry; and NEW for summer '09, Laloo's Bambinis™ 90 calorie ice cream sandwiches.



All Laloo's products are **Lactose Friendly™** (because goat's milk is easier to digest than cow's milk), **Humane Certified, Kosher** (certified by the Orthodox Rabbinical Society of San Francisco), all-natural and delicious. Even if you can have dairy, Laloo's goat's milk ice cream contains merely half the calories, less than half the fat and more vitamins, calcium and minerals than most ice creams. For more information, please visit: [www.Laloo's.com](http://www.Laloo's.com). Laloo's is a leader in its industry as a Founding Member of G.O.A.T., dedicated to spreading the word on Super Goat and her Super Foods and why they're the “greatest of all time” for you and the planet. For more information, please visit [www.supergoat.org](http://www.supergoat.org) or contact [goat@supergoat.org](mailto:goat@supergoat.org).



### About Gayeton and “SLOW: Life in a Tuscan Town”

Gayeton is a multimedia artist who has created award-winning work at the boundaries of traditional and converging media for National Geographic, PBS, Warner Brothers and Sony. Recent documentary projects include *Lost In Italy*, a series Gayeton created and directed for Fine Living Network, and *Molotov Alva* for HBO. Gayeton is also co-owner of Laloo's Goat's Milk Ice Cream in Petaluma, CA, where he lives on a farm with his wife, Laura, and their daughter, Tuillerie.

With an anecdotal charm reminiscent of Peter Mayle's *A Year in Provence*, and the visual vitality of Peter Beard's collage journals, Gayeton's interplay of pictures and words -- “SLOW: Life in a Tuscan Town” -- conveys a thrilling narrative that transports readers halfway around the globe into Pistoia, a little town in the heart of Tuscany. Gayeton's extraordinary personal story there and his magical portraits of rural Italians celebrate the rich cultural traditions associated with the simple everyday pleasures of growing, selling, preparing and eating food. For more information, please visit [www.rurplefarm.com/Barn\\_4.html](http://www.rurplefarm.com/Barn_4.html).