

Issue Date: March 2007, Posted On: 2/16/2007

Savor: They May Be Kooky

A Google search for “health food sucks” yields about 1.35 million results. But one Delaware company is helping to crumble the trend—and perhaps dunk it in a glass of organic milk.

Bella’s Cookies is Delaware’s first all-natural, organic cookie company. Its specialty is delicious confections void of artificial colors and flavors, trans fats, hydrogenated oils, preservatives, refined sugar and high fructose corn syrup. They’re what company co-founder Mark Leishear calls “clean cookies.” “Everything that goes into our cookies is either an all-natural ingredient or an organic ingredient,” he says. “But they’re still cookies.”

And that’s kind of how the company was born. Leishear and his wife, Kelly, wanted their two kids—five year-old Bella, and Liam, 3—to adhere to a healthy diet. “But there wasn’t much out there that wasn’t purple and pumped full of junk at the Dollar Tree,” Leishear says. “So we started making our own stuff.”

Organic food isn’t chemically or genetically altered, nor has it been sprayed with chemicals.

All that says very little about how fun and tasty Bella’s Cookies are. The Leishears offer a canon of cookies with kooky names like the newly minted WooWoo, a white chocolate-cherry creation, and the pumpkin-ginger Hunky-Punky. Then there’s the Rumazin, which marries Bella’s Cookies with raisins soaked in Dogfish Head Brewery’s brown honey rum. The Champion Chunk and the double-chocolate Choco Bomb are standards.

Each cookie variety comes with a silly label and the story of the cookie’s origin. The label for the Choco Bomb features Bella in mad scientist garb with an atomic chocolate cloud in the background.

Bella’s Cookies can be ordered at www.bellascookies.com. Long available downstate in places such as Java Beach in Lewes, Rainbow Earth Foods in Rehoboth Beach and Sam Yoder Farm & Store in Houston, upstaters can now find them at Newark Natural Foods.

—*Matt Amis*