



Rachel Kruse was inspired to start her own line of organic foods by her grandmother's homemade salad dressings.

Naturally Pleasing

BY AMY SIEWERT | PHOTOGRAPHY BY JESSICA KAMINSKI

You might say that Rachel Kruse is a homegrown woman. The 33-year-old Milwaukee native is proud to be a third-generation vegetarian. Her roots led her away from the corporate rat race to follow her passion — organic foods.

Five years ago Kruse started Organicville, an organic line of foods, specifically salad dressings, salsas, marinades and ketchup. The company took off and, after six months in business, went nationwide.

“I used to say when I was growing up that I wanted to bottle my grandma’s salad dressings. I was just such a salad girl,” laughs Kruse. When she turned 27, she took that dream and ran with it. She started with seven salad dressings, but the demand for her products grew quickly. Now Organicville has 11 salad dressings and much more.

Kruse’s goals were to create a line that would break the myth that organic didn’t taste good and to make something everyone could enjoy, including people who are diabetic and gluten or lactose intolerant. All of her products are sugar free. She replaces sugar with agave nectar as a key ingredient.

At the beginning, Kruse searched through various recipes and then created her own by blending and using different ingredients such as tamari instead of soy sauce in her teriyaki sauce.

These key ingredients are what make her products palatable for the diabetic, gluten and lactose intolerant person. “It feels really good to be able to help those segments of the population,” she adds.

She believes the flavor of her foods is what sent her business to the national level. Her products can be found locally at Pick ‘n Save, Sendik’s and Outpost stores.

Kruse says her mother has been a helpful resource for her product line. “I have so much wonderful influence from my mom because she is a holistic practitioner,” she explains.

If you’re wondering which dressing closely resembles her grandmother’s, try the French. She also has a new dressing in the works made especially for one of her family members and five to seven new products that will be launched within the next year.

Kruse now lives in northern California with husband Adam and daughter Skyler, near UC Berkeley, where she went to college. The family plans to relocate to Milwaukee in the near future.