



BOULDER COUNTY  
BUSINESS  
REPORT



### **Innovation center adds The Organic Dish**

BOULDER - The Boulder Innovation Center has added The Organic Dish to its natural and organic business program.

The Organic Dish is an online service that provides ready-to-cook organic meals and dinner kits through local pickup and delivery as well as national shipping. The company began when founders Beckie and Toby Hemmerling decided to change their eating habits to include more fresh ingredients and whole grains and to eliminate processed foods, preservatives, caffeine and sugar from their diets.

"Working with the Boulder Innovation Center is turning out to be a real benefit," said Toby Hemmerling. "Right from the start, Julie (Dye) rolled up her sleeves and dove right in. She listened and learned about our business and then recommended a board of advisers who are now helping us confront strategic challenges and identify and capitalize on opportunities."

The BIC's Boulder area business program is designed to help new and early stage companies overcome the obstacles encountered with a growing business. Each client is paired with a BIC program manager, like Dye who is the natural and organic program manager.