

# Two Ridgefield Moms Are Out to Change The Way We Eat Ice Cream, Naturally

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Carin Crook and Kirstin Cerulli, two Ridgefield moms who met through the Barlow Mountain Elementary School PTA, are on a mission to change the world, one natural treat at a time. Tired of pops and novelties filled with artificial colors, chemicals and ingredients that stain clothing on the outside and does who-knows-what on the inside, they have teamed up to start an ice cream truck that offers “way better cold stuff” than is typically found on the traditional trucks around town.

Introducing The Natural Scoop. All natural frozen treats, no chemicals or artificial anything,

ingredients you can pronounce, allergen-free brands you can trust, and taste you can love.

Carin and Kirstin's first step is to create an ice cream truck in Ridgefield that parents embrace and want to bring their kids to, with great options for people with food allergies, so nobody is left out. Their big vision is to turn The Natural Scoop into an affordable franchise, so wherever you go in the country (the world!) – to the beach, to the park, outside your house -- you know that you and your kids can get a treat that you all feel good about.

A Kickstarter campaign was launched last week

(<https://www.kickstarter.com/projects/768400645/the-natural-scoop-ice-cream-truck>) to help to help raise the funds necessary to purchase their first truck and hopefully be on the streets of Ridgefield in time for the summer 2015 season.

“We are working to keep our prices comparable with traditional novelties, showing that good health doesn't have to cost more,” said Carin Crook. “We know there is a need. We know there is a market. Please help us make our first step -- and ultimately our vision -- a reality by making a pledge on Kickstarter today.”

To learn more about The Natural Scoop, visit them on Facebook or email Carin or Kirstin at [bettercoldstuff@gmail.com](mailto:bettercoldstuff@gmail.com).



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