

Nuts: The salty taste is balanced with sweetness

Continued from 1C

Try the nuts

Ricky's Lucky Nuts products are available locally at Guido's Favorite Foods, Dietz Market, Sunnyside Farms, The Merciful Mug coffee cart at Mercy Regional Medical Center and Forget-Me-Not Flowers. A 12-ounce pouch retails between \$7 and \$8. For more information about the nuts, visit www.rickysluckynuts.com.

hospitality and recreation.

Two-ounce, grab-and-go packages will launch in July. Gelose hopes they will appeal to professional and recreational athletes.

"We want to be an alternative to the PowerBar."

The dry-roasted nuts have 6 grams of protein per quarter-cup serving, and have no trans fats or added oils.

The company marketed their product locally in a low-key Durango style. Gelose, an avid hockey player and skater, passed out the nuts to teammates and friends on the sidelines of games. They became addicted, and word spread.

But after the Geloses perfected the recipe, they started "really chasing the dream" in 2007 with aggressive national marketing.

The nuts have been sold for about eight months in 50 stores

across the U.S. Most of the accounts are small, independent stores, but they also sell at Colorado, New Mexico and Kansas Whole Foods and the H.E.B. Central Market stores in Texas.

Gelose handles the production side and his wife handles marketing and legal work. Both have full-time jobs in Durango. She is an attorney.

He balances his work as a restaurant owner by creating "the perfect storm" with trusted chefs and staff, which allows him to take time out to focus on building his company.

He said he felt the product was viable after it was sold to 20-some accounts, and customers were reordering.

The nuts are lucky so far, and so is recipe creator Rick Jensen. He receives compensation for his idea with every bag sold. Jensen now lives on the North Shore of Oahu and is the executive chef of Lei Lei's at Turtle Bay Resort.

"We're such an infant, and we're still ramping up, but I knew that people liked them, and it wasn't a fluke."

Gelose measures success in an unconventional way.

"When you lose sleep you know you have a business."

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MEMORIAL DAY

DISPLAY ADVERTISING DEADLINES

Day of Publication

Display Advertising Deadline

Sunday, May 25.....	Noon Wednesday, May 21
*Sunday (<i>Real Estate Exchange</i>).....	3:00p.m. Wednesday, May 21
Monday, May 26.....	3:00p.m. Wednesday, May 21
Tuesday, May 27.....	Noon Thursday, May 22
Wednesday, May 28.....	Noon Friday, May 23
*Wednesday, May 28 (<i>Bugle</i>).....	Noon Thursday, May 23

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Cook up some fun
and be safe.

Happy Memorial Day!



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