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Biographies

Amy's Kitchen Bios

Andy, Rachel, & Amy Berliner

Celebrating their 24th year in business, Amy's Kitchen is still a family business, with every member of the family taking part. The company was started in 1987, when Amy was born. Her mom and dad, Rachel and Andy Berliner, carefully nurtured the company as well as the child, paying constant attention to every aspect of its day to day activities and providing the vision that has made Amy's so successful.

Andy, who was born in Chicago and attended Purdue University, was formerly a large shareholder and President of Magic Mountain Herb Tea company, the first herbal tea widely distributed in supermarkets. Rachel was raised in a family that ate and grew organic food in the 50s, long before doing so was popular. Besides a life long orientation towards natural foods, Rachel also has an arts background, and serves as the company's art director, overseeing all packaging design.

Andy and Rachel work as a team, discussing and dealing with every imaginable problem that a fast growing business faces. What they enjoy most, however, is the creation and development of new products, providing ideas and working closely with Amy's chefs and product developers. They taste new products again and again until satisfied that the highest standards of taste and quality are being met. Rachel, who has a keen and sensitive palate, is the company's official "taster."

Andy provides overall leadership and helps formulate marketing and sales strategy. Locating Andy at Amy's can be a challenge. Often he can be found in the kitchen doing what he loves the most: visiting with and working with the people who are carefully preparing the food. Both Andy and Rachel like to keep in touch with the needs and interests of the company's more than 1,400 employees and with Amy's customers. Rachel reads every letter written by customers.

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Amy herself, now a college student, is also very much a part of the business and is often present at decision-making discussions. During the summer she likes to go to the plant and work on the burrito and packaging lines, as well as contribute content to her own blog on the website. During the school year, she is quite busy with homework and extracurricular activities. She loves to read and be with her friends.

Amy's favorite foods as a toddler were the Vegetable Pot Pie and Macaroni & Cheese. Her favorite is, of course, Amy's Pizza, which she served to her friends at pool parties and "sleepovers" as a teenager.

Clarice Berliner & Eleanor Goodman

Amy's grandmothers have also played an important part in the building of Amy's Kitchen.

Rachel's mother, Eleanor Goodman, has worn many "hats" in her career with Amy's Kitchen, including product development, purchasing, telemarketing and even a brief and hilarious stint doing bookkeeping. She helped finance one of the first packaging machines that Amy's used. Eleanor currently is chief copywriter, which includes writing stories on the company's boxes and web site copy. She is also an international Brand Ambassador; spreading the word about Amy's all over the world.

Amy's grandmother Clarice (Andy's mother) hailed from Chicago where Andy was born. Clarice, who lived on her own until her death in February 2009 at the age of 96, helped grow the business in Chicago by talking to stores and urging them to stock Amy's products when the company was just starting. Were it not for her purchase and subsequent lease to the company of one of the first pieces of equipment, the young company would not have been able meet the increasing demand for their products. Most importantly, having been an excellent cook herself, she instilled in Andy an appreciation for good cooking that has helped inspire his choice of products for Amy's Kitchen. Clarice and her husband, Milt, also shared an innate facility with numbers, which they passed on to their son...a vital trait in any successful entrepreneur.

Joel Humphries

Rachel's brother, Joel Humphries, is the Sourcing Manager, working very closely with farmers other people so that Amy's obtains the highest quality products possible. Joel's wife Rentia participates in trade shows, helping to cook and serve samples to attendees. Joel's son Paul is currently in England, setting up operations for our first international manufacturing facility.

And of course, besides the immediate family, Amy's extended family also includes all the wonderful people who work for the company, and especially Amy's customers, without whom there would be no Amy's Kitchen.

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