

Archives

The Valley Breeze

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NORTH DARTMOUTH - In the beginning, David and Mary Sylvia didn't set out to start a business, it just sort of happened. It began in 2001 with an old family recipe for **coffee syrup** - reminiscent of **syrops** used in the old fashioned days of soda fountains - packaged in canning jars and decorated for Christmas gifts.

There were words of encouragement and lots of positive feedback from both family members and friends, and why not? Each batch was made in one gallon quantities where there was plenty of quality control. David, a Dartmouth U Mass grad with a degree in

Charlton Memorial Hospital in Fall River, are the parents to three small children with a fourth on the way.

While continuing to work in the healthcare field, David and Mary decided to market their product, but not before plenty of research. He first approached Albert Lees III, owner of Lee's Market in Westport, Mass. David chose his store because he was an independent market owner, known to support local farms and businesses.

"He told me how to get it tested," said David. "The first time I brought in a bottle, Mr. Lees opened it, stuck in his finger and tasted it." He liked it, too! From that point there was food lab testing for shelf stability, steps to get licensed as a wholesaler, a name to be chosen and marketing, marketing, marketing.

Now sold in 54 locations throughout Southeastern, Mass, and R.I., **Morning Glory Old Fashioned Coffee Syrup** was the name that "just came to them." The Sylvia's tout themselves as "the only manufacturer's in the country of an all natural, gourmet **coffee syrup** in both regular and decaffeinated" on their Web site www.morningglorysyrup.com.

And yes, David knows **coffee syrup** is uniquely a New England

cooking license to using space in Mary's parents, Linda and John Gurney's family owned commercial bakery in Mattapoisett to a June

The Community Kitchen, in a grange building in Greenfield, Mass. is much more spacious and conducive to their current and expanding needs. **Morning Glory Syrup** is being used by some local restaurants because of the high end quality flavor for sauces and plating desserts, David said.

The Back Eddy, a gourmet restaurant in Westport, makes a tiramisu using the product in their sauce and currently another restaurant is looking at using it in a savory application, a “red eye” sauce for ham.

Overall it is this quality of flavor and the right measurement of natural ingredients that has provoked David to resign from the healthcare field and go full steam ahead with the **coffee syrup** business. It took him one year to market his product and get it into Whole Foods Stores via tastings and samplings.

farmers and businesses and to create consumer awareness of this product,” said David. He believes in his product and has received a warm welcome in Rhode Island.

Well, it’s not like we haven’t heard of **coffee syrup** here before. But have you ever tried it in a decaf? Or how about a gooey dessert? David’s favorite use is in milk and milkshakes while Mary enjoys it

Cumberland recently began carrying **Morning Glory Coffee Syrup**. Now that’s local!

Look for the hand labeled bottle with a starburst design, and expect to pay between \$4.99 to \$5.99. Also, David said that the product is good with soy or rice milk for lactose intolerant folks. Just three **coffee**, but so many possibilities.

Morning Glory Coffee Cheesecake

Oreo Cookie Crust

Ingredients:

2 & 1/2 cups Oreo cookies (16)

2 tbs. melted butter

Directions:

1. In a food processor, finely process cookies and butter until evenly distributed.
2. In a 9-inch glass pie plate press cookie crust evenly into bottom and

sides. Refrigerate for at least twenty minutes.

Coffee Cheesecake

Ingredients:

2 (8- oz.) packages cream cheese (1lb.)

1/2 cup sugar

1/2 tsp. vanilla

2 eggs slightly beaten

1/4 cup **Morning Glory Old Fashioned Coffee Syrup**

pinch of salt

Directions:

1. Combine cream cheese, sugar and salt until smooth. Beat in eggs one at a time until fully blended.
2. Add vanilla and **Morning Glory Coffee Syrup** and mix thoroughly. Pour into Oreo cookie crust. (Optional: gently swirl additional **coffee syrup** into already poured cream cheese filling before cooking.)
3. Bake at 350 degrees for 40 minutes or until center is almost set.
4. Cool, then refrigerate for 3 hours. Garnish with grated semi-sweet chocolate or chocolate curls and top with whipped cream. Makes 8 servings.

Morning Glory Hot Mocha

Ingredients:

1/2 tsp. cinnamon

2 tbsl. cocoa

1/2 cup **Morning Glory Old Fashioned Coffee Syrup**

4 cups milk

Directions:

1. Combine **syrup**, cocoa and cinnamon in a medium saucepan until
2. Warm over medium heat, stirring constantly until hot. Do not boil. Remove from heat.

3. Top with whipped cream before serving.

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