

Palisadian-Post

18 PAGES

THURSDAY, DECEMBER 11, 2008 ♦ PACIFIC PALISADES, CALIFORNIA

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Laura's Brownies: The Tastiest Treat

By CHRISTY DENNIS,
Special to the Palisadian-Post

Pacific Palisades, nestled between Santa Monica and Malibu, is a quiet and serene community with only 27,000 residents. Unlike Santa Monica, which touts its pier and brightly lit Ferris wheel, or Malibu, which lauds its colony of celebrities and stars, Pacific Palisades is a small realm filled with

unique and clever individuals.

If you take the time to peel back the community's many layers, you will find a successful flourishing populace. One such person is Laura Silvera, whom I sat down with recently to learn about her accomplishments.

Sitting in her immaculate kitchen, her first offering was a brownie. For me, all it took was one bite of her signature product to understand her

popularity. The delectable treat, seeped with caramel and chocolate chips covered in a moist crust, melted in my mouth. Ah, the taste of bliss, and I wanted to know more.

Silvera and her husband Marco have lived in the Palisades 35-years. She is a modest person, and I found myself digging deep for her nuggets for success. It became evident that she is well known by a wide circle of people, as she tells you of her many customers—celebs, business owners and execs, and TV personalities—a formidable list that reads like a “Who’s Who.” The most telling fact is that these customers come back year after year.

What’s Silvera’s secret? First, it’s a love of cooking and entertaining, followed by determination and hard work. A wife and mother of two boys, she regularly entertained friends and family when her sons, Jason and Cary were younger. (They now are grown, have married and live in Brentwood and Santa Monica.)

It wasn’t until two girlfriends convinced her to start a catering company, The Gourmet Touch, in 1986, that she turned her

love of cooking and entertaining into a business.

Business boomed and she soon found her calendar filled with dinner parties and various corporate events (where her brownies were always the rave). In 1992, Laura decided to build on her catering business by packaging her signature brownies in festive holiday boxes and tins.

To meet growing demand and keep up with emerging technology, Laura launched a Web site in early 2007. Today, most of her orders, whether party favors, hostess gifts, corporate gifts or single orders, are placed online via, www.laurasbrownies.com, and her offerings have expanded to include marshmallow, gluten-free and Passover (made with matzo cake meal) brownies, as well as a tasty cinnamon chocolate chip biscotti.

The brownies are packed in a variety of colorful seasonal tins and can be shipped anywhere. Brownies will stay fresh in the refrigerator for one month and are made. So, why do customers keep coming back year after year? Obviously, it’s the secret recipe for Laura’s decadent brownies. And that secret recipe will never be told, much like the Coca-Cola® formula. Go to www.laurasbrownies.com or call (310) 454-6823.

Christy Dennis is a former TV news reporter who lives in the Palisades.

Left: Palisadian Laura Silvera is the owner of Laura's Brownies, which is known for its signature brownies with caramel and chocolate chips.

Rich Schmitt/Staff Photographer

