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Ghee is known in Ayurvedic traditions as having healing properties itself, as well as being a good means of delivery for various spices — hence the origin of the Agarwals' idea for their spiced ghee.

The Whole Earth Center was the first store to carry their ghee. Later Whole Foods and others joined and the orders kept increasing in size.

"Five years later we never looked back because they kept on increasing our volume," Mr. Agarwal says. "We kept adding more products. But even today my wife still makes every jar of the ghee that we sell."

From the beginning, they rented commercial kitchens for production and hope to have their own manufacturing facility in the future. "There is no rush," Mr. Agarwal says. "We like to focus more on the quality than the quantity. So, we still are a small, artisan producer."

"Our goal is to encourage people to support local farmers, local businesses, not be afraid of consuming dairy products," Mr. Agarwal says. Many people have an intolerance to dairy, which is usually because of the protein (casein) or the sugar (lactose) found in it. "Incidentally, ghee doesn't have either of these."

"As a result, you are getting the goodness of the dairy, and all of the fat-soluble vitamins in the form of ghee, which tastes great and is also good for you," Mr. Agarwal said. "We are happy that we can provide this wonderful product on a small scale, produced right here in New Jersey locally."

For more: [www.pureindianfoods.com](http://www.pureindianfoods.com)

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