

business briefs

Behold The Power Of...the Flacker?

Doctor in the Kitchen is building its business one flax seed at a time. | BY Drew Wood



Picture the unassuming flax seed.

“Here is this tiny little seed that has a lot of nutrition, a lot of health benefits, it’s not very expensive and it has many uses,” says Alison Levitt, holistic doctor and creator of the flax-based crackers, Flackers. “But, more importantly, it’s just incredible for your health.”

And so goes the unintentional thesis of Doctor in the Kitchen, a fledgling natural food company pegging its hopes on Flackers, and priding itself on its unusual roots.

“Alison and I [first] met in the dog park,” says Donn Kelly, a former food marketer with Pillsbury, and the business half of Doctor in the Kitchen. As Kelly says, by the time he met Levitt, the Flacker existed but Levitt didn’t really know how to market it. “It was like, let’s get serious about it and let’s get the packaging and let’s look at the nutritional. And we just started figuring out, you know, how do we piece this together and make a business?”

Initially the answer was “by hand” as Kelly and Levitt rented space in a bakery and handmade each Flacker themselves. However, the pair recently signed a lease on a commercial space that figures to be where they streamline their operations going forward.

And going forward they are. Flackers are in over 20 stores locally with plans to expand regionally and then nationally.

As for when the Doctor might find herself back in the kitchen to expand the brand across product lines, Levitt says she’s been there all along. “We have at least three products that we’re already thinking of.”

PHOTO BY TATE CABLON