



Search Detroit:

Friday, June 22, 2007

[▶ Print this](#) [▶ Comment on this](#) [▶ E-mail this](#)

- [In Business](#) RSS
- [Main Index](#)
- [Careers](#)
- [-- Find a Job](#)
- [-- Post a Resume](#)
- [Money & Life](#)
- [Real Estate](#)
- [-- Find a Home](#)

Essentials

[Homepage](#)

1-week archive:
[Fri](#) [Sat](#) [Sun](#) [Mon](#)
[Tue](#) [Wed](#) [Thu](#) [Today](#)

[Photo Galleries](#)

[Photo Store](#)

[Multimedia](#)

[Weather](#)

[Horoscope](#)

[Lottery](#)

[Crossword](#)

[Sudoku](#)

[Contact Us](#)

Opinions

[Editorials](#)

[Blogs](#)

[Columnists](#)

[CyberSurveys](#)

[Forums](#)

Autos

[Autos Insider](#)

[Auto Shows](#)

[Autos Weblog](#)

[Drive](#)

[-- New Car Photos](#)

[-- Car Reviews](#)

Lessons learned

Almond brothers find niche in production

Christine Snyder / Special to The Detroit News

Anyone who has visited a shopping mall during the holidays has smelled the aroma of -- and perhaps sampled or bought -- cinnamon almonds from the kiosks that serve the seasonal crowds.

Fresh Roasted Almond Co. in Warren started out with a little nut shack in Grand Rapids 19 years ago and eventually had 12 retail outlets. But co-owners and brothers, Jonny and Danny Levy, found it more lucrative to move from retail and distribution and concentrate on the part of the business they really loved -- manufacturing.

"We are the first wholesale manufacturer of sugar-coated nuts with cinnamon and we have other flavors too," said Danny Levy.

The company sells their nuts by the bulk to shopping centers and outlets like their biggest customer Meijer's. They also sell 4-oz. snack bags to rack jobbers -- independent distributors who fill up convenience store and gas station

Advertisement

- ▶ [Get free headlines by e-mail](#)
- ▶ [Get text alerts on your cell phone](#)
- ▶ [Get The Detroit News on your PDA](#)

Order 7 Day Delivery
Get a Free Gift
Subscribe Now

careerbuilder.com
hot careers
FIND A JOB | POST A JOB [GO](#)

- [CAREER FAIR - Look who's hiring!](#)
- [- Out of State](#)
- [- Engineering](#)
- [- Healthcare](#)
- [- Info Tech](#)
- [- Education](#)
- [- Manufacturing](#)
- [- Sales/Marketing](#)
- [- Construction/Skilled Trades](#)
- [- Public Services](#)
- [->CAREER TRAINING - FIND OUT MORE<-](#)
- [Controller/Accountant](#)
- [Marketing Administrator](#)
- [Nursing Director](#)
- [Nursing Positions](#)
- [RN Supervisor](#)
- [Application Developer](#)
- [Nursing Instructor](#)

Advertisement

- [-- Latest Deals](#)
- [-- Model Reports](#)
- [Joyrides](#)
- [Dream Cruise](#)

Business

- [Business](#)
- [Money & Life](#)
- [Careers](#)
- [-- Find a Job](#)
- [Real Estate](#)
- [-- Find a Home](#)

Metro

- [Metro/State](#)
- [Wayne](#)
- [Oakland](#)
- [Macomb](#)
- [Livingston](#)
- [Commuting](#)
- [Obituaries](#)
- [-- Death Notices](#)
- [Schools](#)
- [Detroit History](#)

Nation/World

- [Nation/World](#)
- [Politics/Gov](#)
- [-- Election](#)
- [Health](#)
- [Religion](#)
- [Technology](#)

Sports

- [Lions/NFL](#)
- [Pistons/NBA](#)
- [Red Wings/NHL](#)
- [Tigers/MLB](#)
- [Shock/WNBA](#)
- [MSU](#)
- [U-M](#)
- [More Colleges](#)
- [High Schools](#)
- [Golf](#)
- [Motor Sports](#)
- [Outdoors](#)
- [More Sports](#)
- [Scoreboards](#)
- [Entertainment](#)
- [Entertainment](#)
- [Events](#)

racks.

Danny Levy said retail was "fun," but beyond their management skills.

"It was a lot to handle," said Danny Levy. "Plus manufacturing was pulling me personally at the heartstrings. I love the processing and the machinery. The whole process I love."

The Levys got out of the distribution end of the business and weaned themselves off retail. Their final store closed in 2000. They now make about 700,000 pounds of flavored nuts a year and production is increasing.

The Snack Food Association estimates that savory snack foods are a \$26 billion dollar a year industry and nut snacks are leading the pack in growth.

"I don't know the exact reasons for nut snacks (growth) but some of it might be healthier profiles associated with nut snacks," said Christopher Clark, spokesperson, Snack Food Association.

"The category has expanded a lot. There are a lot more flavors and varieties the growth in that area has contributed (to the popularity)."

As Fresh Roasted Almond Co. grows with the industry, they have been tweaking their processes and becoming more efficient. The company employs seven people -- less than it used to be despite their increased output.

"We had a technological revolution the machines are so much larger when you get into wholesale," said Danny Levy. Now that they have entered the small snack bag market, competing with such giants as Madison Heights-based Kar's Nuts, they will be hiring additional help.

Jonny Levy says process advances have also increased efficiency. Through the years machines



Todd McInturf / The Detroit News

Jonny Levy, 40, left, and his brother Danny Levy, 42, both of Oak Park, will cook, flavor and package this 2,200-pound bag of raw Red Skin Runner peanuts from Georgia. [See full image](#)

Lessons Learned

- **Problem:** Cumbersome "product to market" method
- **Solution:** New business focus
- [Printer friendly version](#)
- [Comment on this story](#)
- [Send this story to a friend](#)
- [Get Home Delivery](#)

THE
GRISWOLD
CAPITAL PARK



THE PLACE YOU'VE
ALWAYS WANTED
IN A CITY YOU'VE
ALWAYS CALLED
HOME.

[-- Events Calendar](#)

[Movies/TV/DVD](#)

[-- Movie Finder](#)

[-- TV Listings](#)

[Eats & Drinks](#)

[-- Restaurants](#)

[-- Wine Report](#)

[Books](#)

[CD Reviews](#)

[Casino Guide](#)

[Michigan's Best](#)

[Living](#)

[MichMoms](#)

[Lifestyle](#)

[Homestyle](#)

[Fitness](#)

[Forums](#)

[News Talk](#)

[Faith Talk](#)

[Autos Talk](#)

[Mom Talk](#)

[Schools Talk](#)

[Wings Talk](#)

[Lions Talk](#)

[Pistons Talk](#)

[Tigers Talk](#)

[Big 10 Talk](#)

[High Schools](#)

[Movie Talk](#)

[Tech Talk](#)

[Weblogs](#)

[Blog Index](#)

[Anime Blog](#)

[Architecture Blog](#)

[Autos Blog](#)

[Big Ten Blog](#)

[Bizarro News](#)

[Bullard's Pundit Blog](#)

[Crafts Blog](#)

[Dads Blog](#)

[Daniel Howes Blog](#)

[Entertainment Blog](#)

[Fashion & Shopping](#)

[Food Blog](#)

[Golf Blog](#)

[Health Blog](#)

[Henry Payne's Blog](#)

and systems have been improved -- sometimes through the brothers' own inventions.

"Cooking used to be a two-person process, now it is down to one," said Jonny Levy who helped his brother invent a tool to remove the giant copper kettles to dump product onto cooling trays.

The efficiencies give the Levys more time to spend on research and development of new flavors, like their newest, 'buffalo peanuts'-- a spicy sugar-coated nut.

"Our real vision is that there is definite use for nuts and nut products in virtually every department in the supermarket," says Jonny Levy. "You can use the crumbs for dessert topping. We can use ground nuts for poultry and fish topping you can put it in a microwaveable bag and sell next to popcorn.

"There are many opportunities for us."

Christine Snyder is a Metro Detroit freelance writer.

More Business Headlines

- [Blackstone stock jumps 20 percent in debut](#)
- [Nation briefs](#)
- [Calendar](#)
- [People on the move](#)
- [Metro/State briefs](#)
- [Hollywood Markets to buy three Farmer Jacks](#)
- [Michigan panel: Tax breaks for green fuel businesses](#)
- [Stock market lurches higher](#)
- [Farmer Jack workers face cloudy future](#)
- [Six blueberry farmers win right to sue Mich.](#)
- [People on the move](#)
- [Metro/State briefs](#)
- [Treasury notes sink market](#)
- [Tracinda ends MGM talks](#)
- [Nation briefs](#)
- [New venture: Look at product in mall, buy it online](#)
- [Solar, wind power rules for utilities debated](#)
- [Snack foods go on a diet](#)
- [Business is buzzing on bumblebee demand](#)

[High School Sports](#)

[Homestyle Blog](#)

[Laura Berman Blog](#)

[Lions/NFL Blog](#)

[Moms Blog](#)

[Motor Sports Blog](#)

[Music Blog](#)

[NASCAR/Racing Blog](#)

[Neal Rubin Blog](#)

[Nolan Finley Blog](#)

[Outdoors Blog](#)

[Photo Blog](#)

[Pistons/NBA Blog](#)

[Politics Blog](#)

[Scott Burgess: Autos](#)

[Sports Blog](#)

[Sports & Celebs](#)

[Sports Buzz](#)

[Technology Blog](#)

[Terry Foster Sports](#)

[Tigers Blog](#)

[Tom Long Movies](#)

[Travel Blog](#)

[TV Blog](#)

[Wings/NHL Blog](#)

[RSS](#)

 [Feeds](#)