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Family-owned, Operated Business Has Gone Bananas!

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From the simplest of ingredients, we often create the most delicious things to eat.

Such is the case of Reggie's Banana Pudding Sauce. It is the creation of an entrepreneuring father and daughter team, Reginald and Gina (or Gin-Gin, as she is called) Rodgers, and comes from a recipe handed down from his now deceased mother, Polly.

Ms. Polly's sauce was a favorite homemade delicacy, enjoyed by the Rodgers' family members and close friends. Made from just a few simple ingredients, it has been transformed into a mass produced treat that Reggie and Gin-Gin hope will be enjoyed around the world.

But for now, you can only buy Reggie's Banana Pudding Sauce at the Five Points Community Farm Market on Church Street or Machipongo Trading Company in Machipongo, Virginia. Rodgers says that the family product will be on the shelves at other sites soon because of the high rate they are producing and selling the product.

Rodgers said that once upon a time he was producing his pudding in the kitchen of his family home. Now it is being processed and packaged by Rowena's Food Processing Company in Norfolk. The pudding is being produced by Rodgers' business, R.R. Enterprise, LLC, which is operated by Rodgers, his wife, Martha J. Ross-Rodgers and daughter, Gina. Their other daughter, Charizza (Riza) is the sole member of their focus group.

A 32 ounce jar of the pudding sauce costs \$10.00 and a 16 ounce jar costs \$6, according to Rodgers.

"I used to make it for my family and anyone else who wanted some of the pudding sauce to serve to their families and they loved it," said Rodgers, a retired Navy man who is now an instructor for the Coast Guard.

"My daughter Gina (Gin-Gin) suggested that if it is that good that we should mass produce it to let everybody know how good it is. And that's how we got started. This is a family-run business."

The banana pudding has been a dessert tradition among Americans for years. Depending on the cook, the usual ingredients consist of milk, egg yolks, sugar, vanilla extract and any additional ingredients. Once made, the sauce is poured over slices of bananas, vanilla wafers and other eatable features to create the dessert.

Rodgers said that the pudding sauce is good not only for creating a banana pudding, but also it can be used to pour over your favorite cake, pie or use as a dip to enhance the taste of fruits or and other compatible snacks.

For those who crave a banana pudding, but do not have the skills to produce the pudding sauce on your own, Rodgers says that his product is ideal.

"As usual with a delicacy as special as this, there is a special ingredient only the family is privy to and it is staying that way for the foreseeable future," said Rodgers.

R.R. Enterprise is competing against much larger outfits which produce pudding sauces of varying kinds. But the Rodgers clan says that despite it being mass produced and distributed, it still has that homemade quality.

"It may be store bought but it has that home-made taste," said Mrs. Ross-Rodgers. "Most of the ingredients may be basic in making pudding sauce, but their ingredients give it that unique taste, which will remain their trade secret."

For more information about Reggie's Banana Pudding Sauce call 757- 558-4964 or go to the website www.reggiesbananapudding.com