

Dezzie Dough arrives in Bastrop



By Wes Helbling

Bastrop Daily Enterprise/WES HELBLING Macon Ridge Foods founders Ben Erwin (far left) and Josh Raley (far right) gave their first shipment of Dezzie Dough to several area nonprofits, including the Morehouse Human Society for use in a bake sale. Pictured receiving the Dezzie Dough packages at the Chamber of Commerce are Humane Society members Martha Brandon, Joyce Ford, Mary Turpin and Dorothy Ford.

Bastrop, La. –

Macon Ridge Foods, a brand new business with headquarters in Bastrop, kicked off this week by giving its first shipment of sweet potato dough to nonprofits in northeast Louisiana.

Founders Ben Erwin and Josh Raley said they just picked up the first shipment of packaged Dezzie Dough -- about 1,000 pounds worth -- and were in the process of distributing their unique product from the warehouse in Bastrop's Industrial Park all day Wednesday.

"Right now, we're picking them up and storing them in the freezers here," said Erwin. "As we grow, we'll probably contract local distributors."

Dezzie Dough is a sweet potato muffin and biscuit dough, named for Grandma Dezzie Raley, who made sweet potato bread products in Epps to feed her family during the Great Depression.

Erwin said Macon Ridge Foods has contracted Chef John Folse & Co. based in Gonzales to manufacture and package the dough before it is stored at the Bastrop warehouse for distribution.

Erwin and Raley said they looked at several different forms of packaging for the dough, and decided on the eco-friendly "spout-pouch" package. The package makes it easy to put the dough into muffin or biscuit tins, and it can be re-capped to refrigerate the unused portion.

"You just let it thaw, and squeeze," said Erwin.