

Meet Andrea Reubin

Humanitarian Dessert Diva
and Chief Dessert Officer

just
SWEETS

With Master's degrees in social work and business administration, Andrea Reubin has blended her knowledge, experience and passion for baking, to create a business that offers immediate gratification for gourmet consumers and long-range outcomes for farmers who produce the Fair Trade Certified™ ingredients she uses in every one of her beautiful desserts.

At first glance the Just Sweets menu offers a cross between what you'd find at a luxury bakery and something your mother would make. Ultimately, her business is about delicious elegance and a genuine desire to change the world.

The “change the world” part is achieved by using Fair Trade Certified™ ingredients in her desserts and bringing them to mainstream consumers of luxury products who have the potential to radically influence socially responsible business practices in an industry where slave labor is all too prevalent but not visibly on the radar of consumers.

Reubin believes that with greater public awareness and understanding of Fair Trade issues, things will change. When people realize that they can choose socially responsible products without sacrificing taste, quality, sizzle or celebration, the choice is easy.

As a pioneer of Fair Trade luxury desserts, Reubin has her sites set on delivering decadent temptations that stand up to the demands of discerning foodies while offering a sense of social justice and peace of mind through indulgent activism and good taste.



Taking a stand and showing your concern for others has never been so delicious.

“...70% of the world's cocoa beans are grown in West Africa, where working and living conditions are brutal and many workers are underage...”

Chocolate's Bittersweet Economy
Fortune Magazine, February 4, 2008

