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Life's a Beach

Beachy Cream in Santa Monica is churning up even more of its organic ice cream as the company is set to open up a production and distribution center in Long Beach next month.

Beachy Cream is in talks with major distributors such as **DPI Specialty Foods** and **Nature's Best**. The new factory will help with the company's plans to expand nationally, said **Ann Ryan**, the ice creamery's founder and president.

"Our focus at this point is really on our wholesale business," she said. "It's our goal to make this a national brand."

The company's products are already carried in 55 stores, including **Whole Foods** and **Gelson's** locations. Ryan, who started the business in her Malibu kitchen, said Beachy Cream needs the new space to ramp up production so it can get into more stores.

"Since May 2012, we've been doing all the production out of our Santa Monica store," she said. "Most people can't believe we can do what we do in that tiny space."

The new factory space will be about 13,000 square feet and Ryan expects to hire about 75 employees. The company initially looked at opening a facility closer to its Santa Monica headquarters, but Ryan said Long Beach fit with the company's beachy feel. Also, the Long Beach facility came with some needed infrastructure built in, making it cheaper for Beachy Cream to build it out.

"For a small company like ours that doesn't have a lot of capital to spend on improvements, it was remarkable to find a place that was big enough and had existing infrastructure that would lower our build-out costs," she said.