

Lansdale Small Business Spotlight: Fruit Powered

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LANSDALE, PA -- There's a story lurking behind the glass pane of every shop, and there's oftentimes an innovative individual whose entrepreneurial spirit is helping to shape the town.

Our small business series shines a light on local business owners in the community.

Business name: Fruit-Powered

Owner: Brian Rossiter

Address: No physical location but based in Lansdale

Website: Fruit-Powered.com

When did you go into business? June 2012

How did you come up with the name? "The name leaped into my mind while rebounding on a mini-trampoline in January 2012. Instantly, I checked the availability of Fruit-Powered.com and claimed it. I knew deep down that the name was just perfect."

Why start a business here? "I've inspired by Arnold Kauffman, owner of Arnold's Way Vegetarian Raw Café and Health Center, having been a member of this community since May 2010. Arnold and I have a shared mission to

change the world by inspiring and educating others to live lives in line with nature's design. Teaming up with this loving, legendary individual has been a wonderful learning experience as well as friendship."

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Briefly, what business are you in? "I am a holistic health educator and promoter. Under my Fruit-Powered Life Force Center, I offer the Pain Relief and Postural Alignment Method, designed to help people eliminate chronic pain, achieve peak performance and enjoy living in a functional body; and the Raw Vegan Diet, Holistic Nutrition and Natural Health Coaching Program, designed to help anyone transition to our natural, fruit-based, species-specific diet, mushrooming in popularity in recent years as people learn how beneficial it is to their health and the environment while giving freedom to fellow living beings. I am an author of six raw vegan transition and recipe books and editor of Fruit-Powered Digest, the world's leading raw food magazine and home to 100-plus transformation stories and commentary from top raw fooders."

What's the most difficult moment or challenge you've faced as a business owner?

"My biggest challenge has doubled as my breakthrough moment. I decided a year ago after unsuccessfully earning a comfortable income to pursue education in health fields to which I've been exposed, and now I have the satisfaction of being able to help people in several areas rather than just pointing them to other sources. When I complete all my education, I'll be able to offer craniosacral fascial therapy and perhaps Bates Method services as well. I have discovered that it was my destiny to work side by side with some of the world's foremost health leaders, learn from them and package my discoveries to guide many locally and around the world."

What's been your favorite moment/proudest achievement since opening?

"Helping people find hope and clarity when others gave up on them and watching their energy shift positively, thanks to the best food and exercise."

How does your business give back/get involved in the community?

"I have volunteered over the years in concert with Arnold's Way events, especially during First Friday. You might have seen me several times, handing out green smoothies and talking up all the wonderful ways a special diet and exercise program can supercharge their lives! I look forward to increased community outreach when I open my bricks-and-mortar location in the coming months."

Know of business that deserves the spotlight? Email us at justin.heinze@patch.com.

Image courtesy Fruit Powered.