

# Tabella



## Community Supported Restaurant (CSR)

This valley is blessed to be among the country's shining examples of small-scale, sustainable, local food systems. The daily life of our community includes our farmers to a rare degree because so many of us are dedicated to the idea and practice of supporting local agriculture. We have seen the benefits of this practice in our community, in our families, and in ourselves. Thus, for those of us who seek to eat in a locally sustainable, healthy, and enjoyable way, the reality of buying food at box and discount stores is hard to digest. Each of us spends thousands of locally-earned dollars in stores owned and operated by corporations with no local ties, whose products, practices, and sources are equally removed from us.

The average food product purchased at stores has traveled 1200 miles prior to reaching your table. In fact, regionally grown/raised foods are most often shipped to a central processing center and then driven to multiple distribution points before returning to the area of their origin. It is akin to taking your meal from the oven and driving it to Richmond VA and back prior to putting it on the dining room table. Likewise, we as consumers are burdened with the added cost of such a system, none of which reaches the pockets of local farmers. In fact, to offset the distribution costs associated with corporate food policy, local farmers must reduce the price of their goods in order to do business with such box stores.

The restaurant food supply system is even more unnatural and unhealthy. To elaborate on this would likely churn the readers' stomach, and at the very least cause most of you to question the owners of your local eateries as to the origin of their products (especially the meats and fish).

We at Tabella Restaurant are dedicated to local foods and regional economies. Our menu has always revolved around our local farmers' micro seasons and creativity. We pride ourselves on serving only local/regional meat, eggs and dairy. In order to meet this commitment, Tabella constantly works towards creating synergistic and lasting local farm and business relationships. We now hope to evolve this commitment into a larger revolution.

Our vision is a community-sustained culinary business. We welcome you to share the bounty through sustainable, local prepared foods, and a locally-provided marketplace, as well as educational growing, food storage, and cooking classes.

Restaurateurs are often unwilling to risk the extra cost, especially in these trying economic times, of serving only local foods. Tabella Restaurant believes that there is a way to reduce the cost of eating locally, while supporting the increasingly necessary local economy. The extra costs of a non-corporate, non-subsidized restaurant and food market that pays a living wage can be minimized by utilizing the thriving CSA economic model. The proliferation of the Community Supported Agriculture (CSA) model has allowed many local, organic farmers to survive and flourish. The direct farm-to-consumer model creates a sustainable food purchasing system. Farmers are able to reduce cost and still maintain quality by redirecting the food chain to a one to one arrangement. This cost reduction is passed on to the consumer, and helps presell, and thus guarantee, a consistent, healthy, local product.

Tabella Restaurant is pleased to introduce a community supported, farm-direct restaurant and year round market. Our CSR (Community Supported Restaurant) is structured according to the CSA model, in which consumers purchase member shares. These shares can be used at Tabella Restaurant, at the future Tabella Market, and ultimately at Tabella Family Farm. In the initial stages of this venture, members can purchase house-made bottled sauces, salad dressings, marinades, pates, smoked fish, cheeses, meats, house blends of locally roasted fair trade coffee, etcetera through the restaurant. These products are created from the local farm bounty, cooked at Tabella, and soon will be delivered to your door (in our grease powered delivery vehicle). Gone are the days of meats of unknown origin, “organic” condiments made by corporations, and highway weary “local foods.”

Over the last two years, we have received many requests for Tabella’s preparations, including salad dressings, pâtés, marinades and sauces. At Tabella Market, we will also offer the produce, meats, and dairy products from our wonderful community of growers.

Tabella will operate as a connective hub between the local grower and culinary consumer on all levels of the food cycle, from offering mentorship from expert organic farmers and garden plots at the farm for members, to providing prepared organic meals from the restaurant for you to take home.

We at Tabella look forward to playing our part in linking the agricultural bounty of our local farms to the culinary life and plates of community members. There are extraordinary, delicious results when we recognize that it takes a community to feed a community.

We are extending an invitation to you to become members of this new community-sustained enterprise. As members of Tabella you will participate by contributing financial support through member accounts, and receiving member benefits.

Our initial goal is to raise \$200,000 in pre-purchased member accounts (listed below). This sum will allow us to pay off initial bank-owned capital investment and provide the initial start up required to begin growing the farm and market.

## *Member Accounts:*

Member Accounts are yearly pre-purchased meals, prepared foods and gift certificates. Your membership dollars will be held in account form, at your disposal to spend as you choose. We will honor a yearly purchase for 18 months.

Currently we offer three levels of Membership:

### **Discounts and Benefits:**

\$500 level: 5% discount on all Tabella products

\$1000 level: 10% discount on all Tabella products

\$2500 level: 15% discount on all Tabella products

\$5000 level: 20% discount on all Tabella products

All levels:

To-Go food off menu

Tabella Market Option: This exclusive option gives you the ability to buy housemade bottled sauces, salad dressings, marinades, patées, smoked fish, cheeses, meats, house blends of locally roasted fair trade coffee, etcetera through the restaurant.

\$2500 member: Same as 'all level' plus:

1, 4~person off menu multi course take home dinner once a month (four days notice)

\$5000 member: Same as 'all level' plus:

2, 4~person off menu multi course take home dinner once a month (four days notice)

Tabella catered private wine and liqueur tastings with Emily, Adrian and vintners and wine merchants. Help create our unique wine list!



**Looking to the future; some upcoming Member Benefits:**

The option to purchase wines and liqueurs for home

**Market opens**

We look forward to offering a year round farmer's market, specializing in regional and local meats, cheeses, and sustainable produced organic wines.

We will offer:

- Local farm's greens, produce, meats, cheeses, milk etcetera
- House made butter, cheese, dressings, jams, and pates etcetera
- Organic, biodynamic and sustainable wines (supporting global local communities!)
- Local flowers
- Fair Trade locally roasted Coffee

Member benefits at that point: TBA

**Farm opens**

We look forward to getting our hands in the dirt!

We will offer:

- Educational growing plots
- Heirloom seed saving classes
- Sustainability growing education
- Animal growing, harvesting, smoking etcetera
- Pickling and canning classes
- Heirloom food storage classes
- Cooking classes
- Composting classes
- Farm dinners

Member benefits at that point:TBA

Thank you so much for your consideration, we look forward to growing our community of dedicated eaters!

*Cheers!*

Emily Wadham

Adrian d'Errico

Max Breitenicher