

The Fresh Table



Key Structure

Mission: To create a fresh and healthy restaurant environment.

Vision: Our vision is to have edible vegetables/fruits and herbs be imported as little as possible.

Values: A belief that growing fresh produce is of fundamental importance. We are motivated to create a fresh produce environment within a restaurant environment.



Products and Services

Our products will include various lettuces and leafed greens to create the base of the salad. We will also be providing freshly made soups created at the restaurant and prepared with vegetables grown at The Fresh Table and from local farmers. We will also feature a line of organic salad dressings to ensure an organic and fresh experience.



Company Objectives

- Promote healthy eating.
- Provide affordable food dishes.
- Produce locally grown lettuce within our greenhouse.
- Support the local economy.
- Eat healthier with no hormones in our food products and be pesticide free.
- Focus on students and the middle aged class who are mostly vegetarians. Mainly ages 18-24 and 35-50.
- To get the younger generation to eat healthier.



Operations

'The Fresh Table' will have the following jobs at its restaurant: chef, server/host, horticulturist/cleaner, and building/restaurant manager. Adam Miller is the head chef, Kay is the horticulturist/cleaner, servers/host will be occupied by two people who we will hire, and the building/restaurant manager is Sarah.



Path to Launch

'The Fresh Table' is expecting to open doors in June. The following are paths for a successful launch plan.



Marketing Strategy

Our marketing strategies:

- Social Media
- Flyers
- Signage
- Email
- Website

How are we different?

- We focus on growing a variety of leaf lettuces in our greenhouse.
- Our produce salads are grown towards vegetables.
- Our eat local greenhouse will use Horticulture.
- We are local supporting local companies.



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How are we different?

- We focus on growing a variety of leaf lettuces in our greenhouse.
- Our greenhouse lettuces are grown towards vegetarians.
- Located inside the greenhouse with our horticulturist.
- We are local so supporting local companies.



Marketing Strategy

- Organic focus.
- Local products.
- Local.
- Local products.
- Organic.
- Local.

Path to Launch

The Fresh Table is expecting a 1-year launch date. The following are paths for a successful launch date.



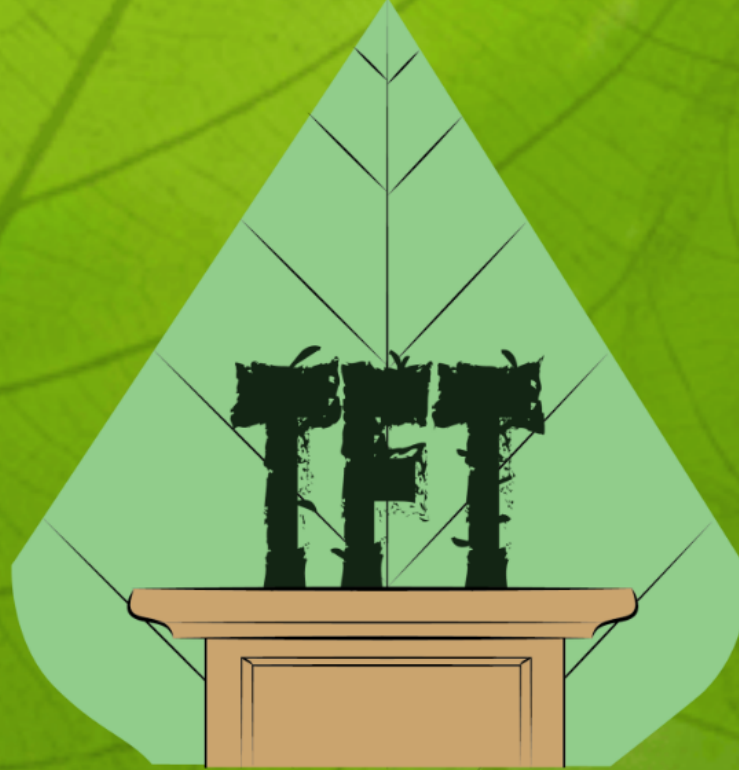
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Thecasesolution.com

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THE FRESH TABLE

Organic, the gift of nature.

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 - To get the younger generation to eat healthier



How are we different?

- We focus on growing a variety of leaf lettuces in our greenhouse
- Our unordinary salads are geared towards vegetarians
- You can tour the greenhouse with our Horticulturalist
- We are local supporting local companies





Iceberg Lettuce



Buttercrunch Lettuce



Mingonette Lettuce



Oakleaf Lettuce



Red Coral Lettuce



Radicchio



Cos Lettuce



Rocket



Watercress



Chicory

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