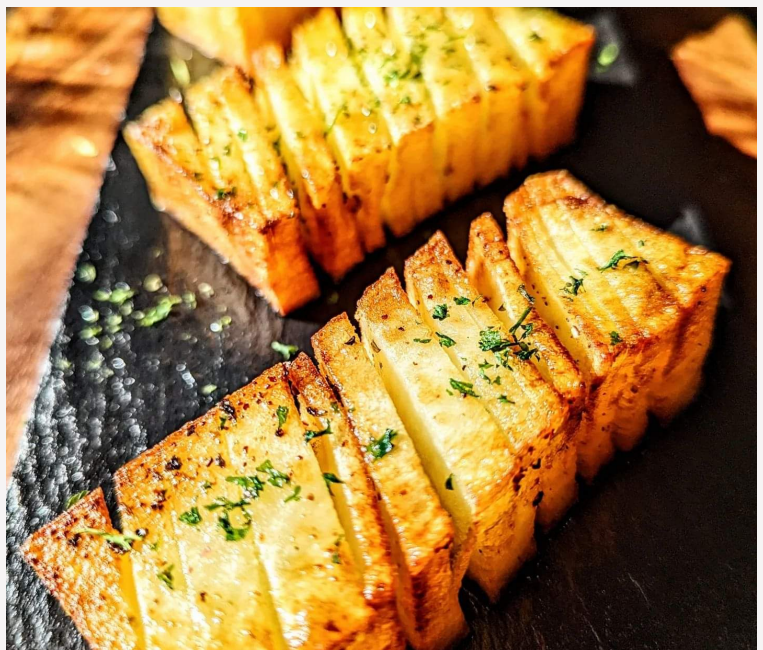


Local Love

Using local ingredients to create memorable menus

**"Food is not rational.
Food is culture, habit,
craving and identity."
Jonathan Safran Foer**

Article and photography
By Anna Fluckey



VOL. 2



LOCAL INGREDIENTS PROVIDE A FLAVOR TO YOUR PROPERTY THAT IS UNIQUE TO YOUR INN

"Local Food is about getting the freshest and best tasting food. It's also about strengthening your community."

Anna Lappe



I don't know about you but I feel like most of the time when I travel it ends up being a culinary tour of the location I am visiting, whether I intend it to be or not.

I find out the local spot we are planning to visit has a food I have not tried before, or a version of a recipe that sounds amazing. So I find a way to get to the hole-in-the wall restaurant or get invited to the home of the chef who can bring that legend to life for me.

Creating a destination experience for your guests can make your property part that legend. It can give your property something only your unique location can provide.

Whether it be chilies, fruits, smoked meats, vegetables, spices, special breads... Whatever it is, you have the creative license to play with that food and make it your own.

By utilizing this local and albeit territorial approach to your menu, you allow guests to get a sense of your heritage, your history and your, dare I say it "Flavor".

Your flavor as a property helps individualize and set apart your property from everyone else.

When I was growing up there was a local bed & breakfast who served lunch each day and had a great menu.



"You learn a lot about someone when you share a meal together."

Anthony Bourdain

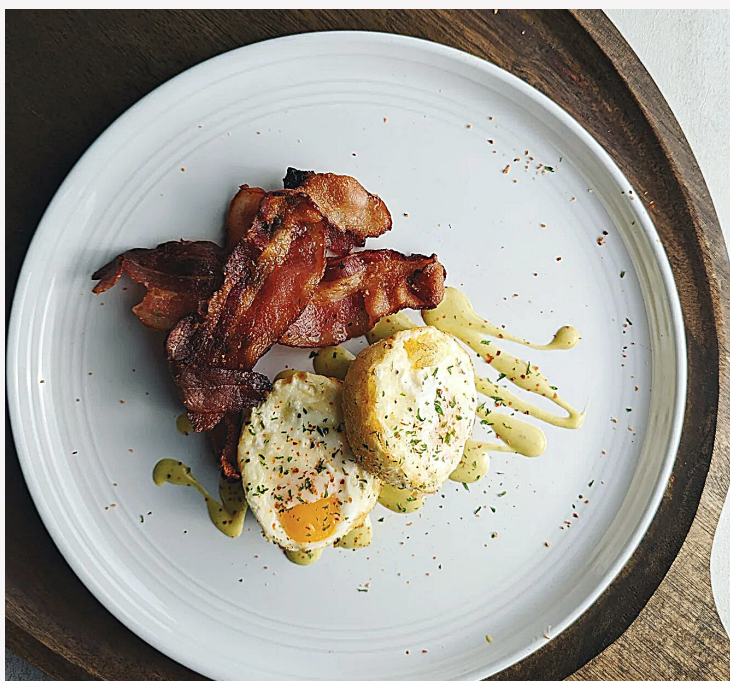
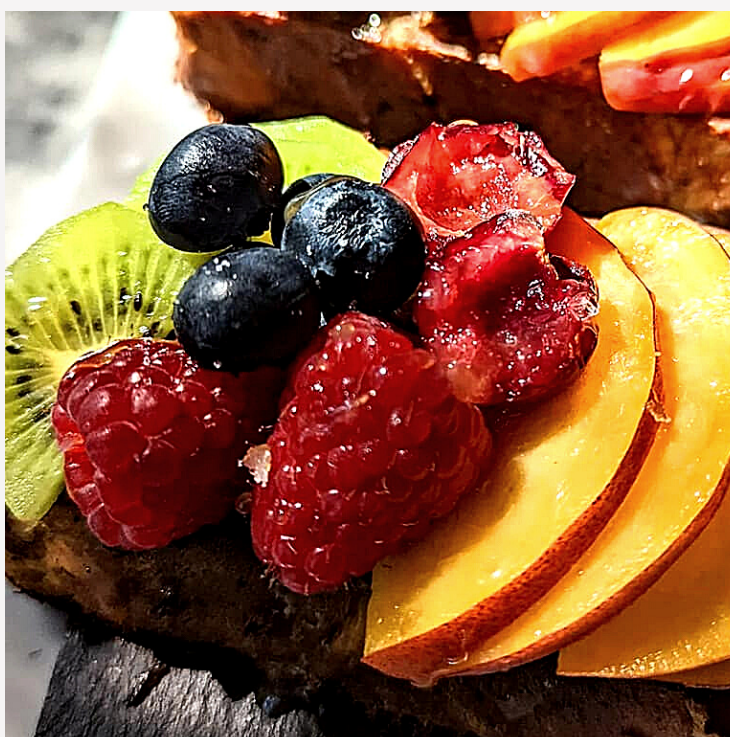
I remember the great sandwiches they served. One was the oddest combinations, raisin bread and pimento cheese. I thought for sure I would hate it but I had to try it. It was a salty sweet lovers dream, the best of both worlds. We had another local bed & breakfast that served baked fudge. It was this decadent dessert that tasted like a combination between a warm gooey lava cake and center of the pan brownies that was served hot with ice cream.

Both of these were meals I told anyone and everyone who came to see me that we had to go and eat at these properties on their visit because they were so memorable and made with local cheese and local chocolate.

If you are not going to a local farmers market, reading about the

history of food grown in your area, then you are missing out on ideas. It is ok if you may not even produce the product yourself. Maybe you have a local baker who makes some amazing breads with that unique flavor you are looking for and you can bring it to your table and add a spin to it. You have just helped grow a small business and you have stretched your regional boundaries as well as your menu.

I encourage you to take a break from your weekly grind and eat at a new place, search up local community gardens and make time to go to a farmers market and TRY EVERYTHING! Even food you don't typically gravitate towards. If you are too busy, encourage friends to take their culinary tour of your local town and suggest combinations that they think embody your property and the local culture.





MAKE A MENU AS UNIQUE AS YOU ARE

When I eat with you I want to get to know you and learn more about your history and why you chose to call this city or town home.

I want to drink up the previous meals you have experienced and learn more about the town I am staying in and why you love it.

Food gives me that glimpse in a few bites. Shop local, dine local and bring the local atmosphere and flavor into your property and make the menu as unique as you are.



Anna likes to say she is just a cheese salesman's daughter... But what that really means is that she learned what she knows from following, watching and experiencing.

The joy of talking with others, making and serving meals and using cheese to make everything.

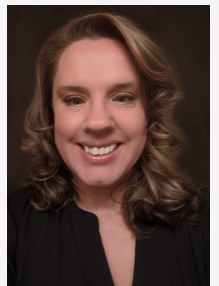
Hospitality is in her blood and it an intricate part of what makes her happy, no matter the career path.

But what she is truly passionate about is creating opportunities to help others showcase their hospitality business in the best light.

Her need for a creative outlet while managing a family, a career and looking to what the next adventure holds has brought her to food photography.

She believes life is a journey, that we are constantly learning new skills, honing life's passions and looking to find joy in all aspects of our lives.

It is never too late to learn something new....



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