



**The Need\*:** Area farms are struggling with less than 5% of consumer grocery bill spent on local ingredients. Why?

Today, each farm is on its own to solve:

- Lack of access to markets
- Short shelf life
- No commercial kitchen
- Busy customers who cook less

**Mission:** increase demand for locally grown produce in order to provide stability for area farms and opportunity for local food entrepreneurs, through a high traffic destination that inspires, educates, and feeds the community.

Just off Interstates 91 & 89 and in the heart of the Upper Valley, the Granary celebrates Vermont and New Hampshire agriculture through education and retail in a retro mod space.

**Local Food to Go, Food to Stay & craft beer on tap** Capitalizing on the demand for quality prepared foods, the Granary will serve lunch & dinner to go - or stay - with the freshest, seasonally available ingredients from area farms. Food entrepreneurs will have access to the commercial kitchen and shelf space in the pantry section which will feature frozen entrees, cheeses, breads, snacks, sauces, dips, pastas and desserts.

**Event Space** With over 5,000 square feet, the indoor & outdoor pavilion will offer farm inspired classes, dining areas, and the ability to host reunions, off-site meetings and private parties. Throughout all its touchpoints with its customers, **The Granary will strive to impart a hip, clean, down to earth vibe as it showcases and celebrates food prepared locally with locally grown ingredients.**

**Plenty of Residents, Plenty of Visitors**

- Population: 44,000
- 500,000 visitors to Quechee Gorge 2017
- King Arthur Flour's parking lot is never empty & rough estimate of 35,000 meals served annually
- Dartmouth has approx. 52,000 visitors annually

**Locals & Tourists are spending Money**

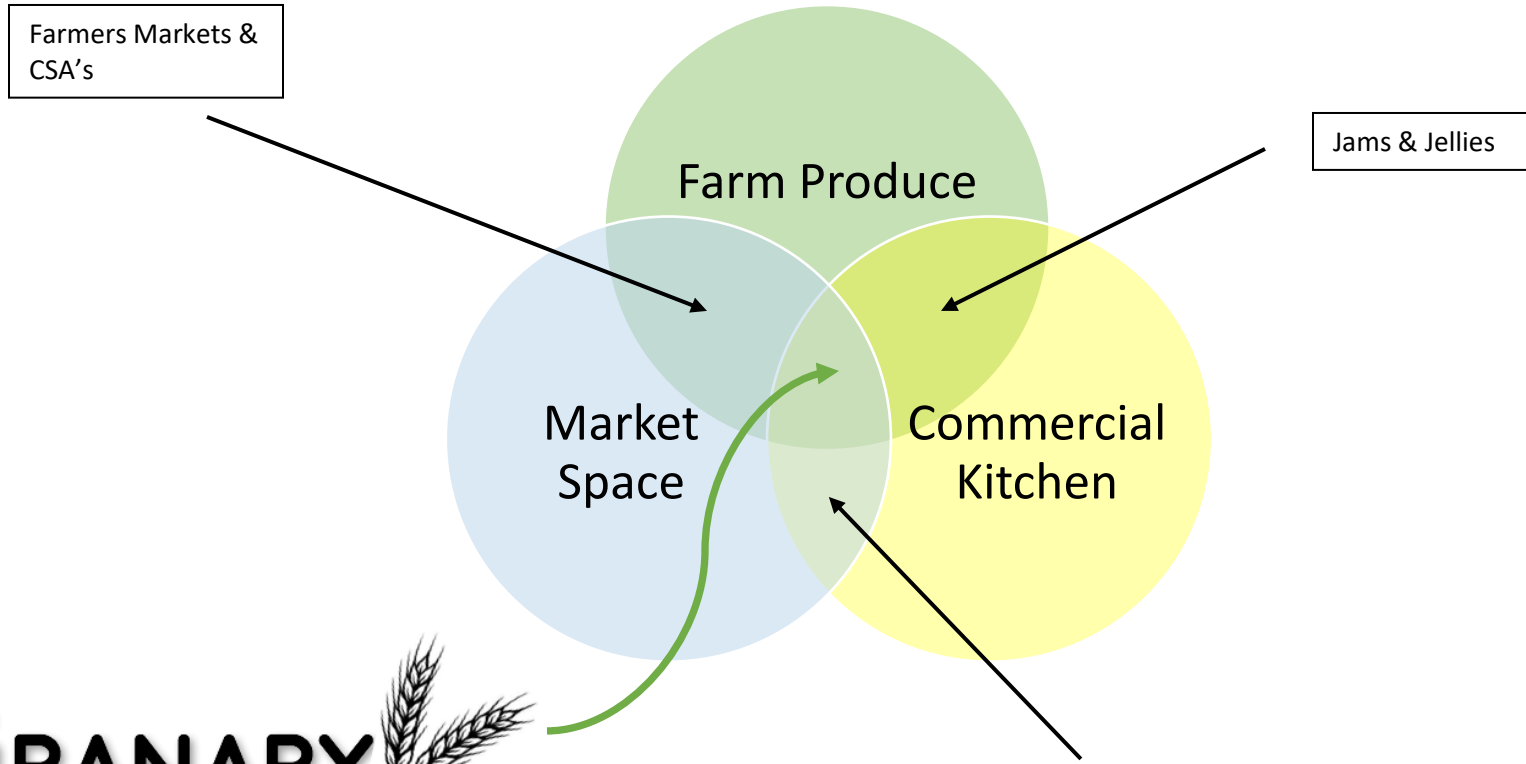
- 50% of UPS deliveries in Hanover are Blue Apron meals
- Brattleboro's VT Country Deli served 22,000 lbs of Mac & Cheese in 2017
- Woodstock Farmer's Market annual revenue: \$9 million

**A Commitment to local farms is a commitment to keeping dollars in the Upper Valley & keeping the community fed well.**

*\*Thanks to Vital Communities for convening community conversations to help identify the challenges farms face.*



# The Opportunity



Farmers Markets & CSA's

Jams & Jellies

# GRANARY



A Destination with prepared food and beer to stay or go in a killer location.

## Provides

- Local farmers with a consistent market place
- Local food entrepreneurs with a commercial kitchen and shelf space
- Local residents a better option than Blue Apron
- Tourists better farm to table experience
- Everyone a flexible, local event space like no other

## Other Vermont Destinations:

- Alchemist & other microbreweries
- King Arthur Flour
- Ben & Jerry's
- Harpoon Brewery
- Long Trail