



# ARTISAN 179

## A New Take on Social Impressions: Food “Beauty Shots” Show Off Distinctive Dinnerware



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“My philosophy has been to buy local when I can.”



“If I force a dish onto the wrong plate, it’s not going to look good. There is a psychology to flavor, and the plating plays a huge part.”



“HLC has always been a good name in dinnerware. I knew their reputation.”



“The plates are really durable and made right here in the U.S.”



“Local sourcing takes some commitment, from the entrée right down to the plate.”



“I work hard to create an impression, and I can learn a lot from how the pictures are received.”



“Your plates have to match your food.”

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Richard Sweed,  
Executive Chef, Artisan 179

### BUSINESS CHALLENGE

Homer Laughlin China Company uses social media to connect with restaurateurs and customers. And chefs are using the same media to connect with their customers.

From Homer Laughlin’s perspective: We have never had a forum wherein we could connect with the chefs who use our dinnerware as canvas for their creations.

From the chef’s perspective: Chefs are keenly aware that customers are snapping photos of their meals and posting those pictures on Facebook, Twitter, Yelp and Instagram. Chefs themselves are also posting, showing off their works of art and collecting new friends, followers and “smiles” along the way.

How to align these interests is the heart of the story.

### MEETING OF THE MINDS

Restaurant Artisan 179 focuses on seasonal and thoughtfully sourced food, spectacular flavor combinations and impressive presentation. Since the restaurant opened in February 2015, executive chef Richard Sweed has aggressively pushed his artistic plate compositions on Instagram. Recently, in response to a post featuring one of his stunning creations, a new social media follower surprised Sweed with a question: “Is that Homer Laughlin?”

The social media follower was Katie Bricker, director of foodservice marketing for HLC Inc., of which the Homer Laughlin China Company and its dozens of foodservice brands is a part. He confirmed it was their distinctive Embers dinnerware.

Then the two just got on the phone and talked, creating a real-life friendship built on the shoulders of their social media friendship.

### HOW HOMER LAUGHLIN CREATES RESULTS

HLC has a decades-old commitment to the Homer Laughlin Design Department, a stand-alone division where some history in dinnerware has been made. “Their job is to create a specialized palette for chefs like Sweed to build on.”

With his focus on quality in food and presentation, Sweed wanted to complete the picture by serving on distinctive dinnerware. To this chef, the food served at Artisan 179 must have three equally important attributes: quality sourcing, excellent preparation and careful presentation. His dinnerware choices include Homer Laughlin’s Embers collection, a rustic, deep-welled plate series with a pattern applied by hand to the company’s Bosque® line of dinnerware.

### OBJECTIVE

Artistic and aesthetic dish composition and presentation. Have the dishes and plating help tell the story of good food.

Send a message of high quality in the finished dish via the plating and dinnerware, echoing the chef’s commitment to high quality food purveyors.

Source locally (USA) to match the chef’s passion for sourcing food locally.

### BENEFITS ACHIEVED

The vibrant and interesting colors and patterns in the Embers line have brought further harmony to already outstanding entrees and appetizers, pulling everything together in a warm and bright fashion.

Distinctive dinnerware in the new restaurant has helped set it apart from former iterations in that space, garnering new and appreciative diners.

Homer Laughlin dinnerware is certified as Made in USA. Their complete line of dinnerware is designed, handcrafted and manufactured right here in America.

#### ABOUT HLC Inc.

Homer Laughlin and Hall China comprise the HLC Inc. family of companies, and their diverse range of lead-free commercial dinnerware meets every conceivable need for discerning chefs and restaurateurs. HLC brings to the table a nearly endless selection, including scores of dinnerware collections – infinitely customizable by pattern or color. For more information, please contact HLC Inc., 672 Fiesta Drive, Newell, WV 26050. Phone: (800) 452-4462. Fax: (304) 387-0593. Web: [www.hlcdinnerware.com](http://www.hlcdinnerware.com) Email: [hlc@hlchina.com](mailto:hlc@hlchina.com).