



# Let Color and Pattern Tell Your Story

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**T**he farm-to-table movement, featuring local sourcing of ingredients, continues to influence chefs and restaurants across the country. Are you on the local farm wagon?

Educated diners delight in knowing their meals are nearly-next-door fresh. Chefs and restaurant owners are embracing the movement with their menus and the ambience of their establishments. But what more can they bring to the table to enhance the enjoyment of authentic local cuisine?

Diners are infatuated with food and food-related news. They avidly follow food blogs and television programs and post photos of restaurant meals on Facebook and Instagram. To reach this hungry audience, restaurateurs must distinguish themselves—not just with food, sourcing, and technique, but also with the complete picture “painted” on the tabletop through plating style, unique dinnerware, and accessories.

With diners looking to nourish all of their senses, deliver on your promise using statement dinnerware to help tell the story of your restaurant, the chef, the food, and the concept. That is, brandish your brand.

Bold and modern or elegant and subtle? Farm fresh or retro diner? Dinnerware patterns, colors, and decorations or embossments are innovative ways to tell your story and reinforce your brand image with each dish. That’s not just presentation; it’s investing in your brand’s message. If

you’re looking for an inexpensive upgrade to pique diners’ interest without investing in all new dinnerware, consider adding signature pieces to whiteware, playing with colors, patterns, even custom logos. Think about how your dinnerware can set the tone, not just the table.

And sourcing isn’t just important for food.

If your restaurant focuses on quality and transparency regarding suppliers, then knowing where your dinnerware comes from (and what it’s made of) is as important as knowing your egg farmer or dairy purveyor.

Knowing your dinnerware’s origin means choosing a manufacturer with a U.S. operation. Avoiding imports saves enormous amounts of shipping fuel and ensures controlled manufacturing standards. Thus, domestic dinnerware is the logical equivalent to “farm to table.”

Your creative preparations using the freshest local ingredients, served on creatively designed, high-quality dinnerware made in the USA—now that’s farm-to-table at its best.

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