



2016 Media Kit

BRANT

KINDNE

HEALTHY

REFRESHING

DELICIOUS RELATIONSHIPS

NDSHIP

FRESH INGREDIENTS

APPROCHABLE

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About Us

Taste Project is designed simply to feed people. 1 of every 6 Americans face the reality they may not be able to provide for their next meal. There are programs that help; however, in Tarrant County, 40% of this food insecure population live above the poverty level and receive no government help¹.

Our first project, a non-profit restaurant, will focus on healthy, quality meals made from local ingredients. Our menu will have no prices. This is a give and take concept. We ask Tasters to do one of the following: 1) pay what you can afford 2) pay what you would typically pay or 3) pay what you would typically pay, plus a Concept Images little extra.

1. Pay what you can afford.

2. Pay what you would typically pay.

3. Pay what you would typically pay, plus a little extra.

1. Feeding America. Hunger Study 2010.
http://feedingamerica.issuelab.org/resource/hunger_in_america_2010_national_report.

Our Location

Near Southside

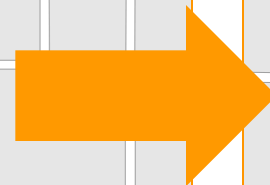
W Rosedale St

S Main St

W Magnolia Ave

S Main St

1200 South Main Street
Fort Worth, Texas



Chef Jeff



Jeff Williams is founder and President of Taste Project. He has always had a passion for cooking, food, and feeding people. Being half Italian, Jeff's heritage feeds his passion and discovery in the area of Italian Cuisine.

His vision for Taste Project is different than a growing, profit generating, Italian restaurant. His vision is not a homeless shelter or a soup kitchen; but a place where every day folks eat; and those who could not afford to eat there, could still enjoy a meal in the restaurant.

In June 2012, Jeff launched Taste Project, and soon will launch the first project, a non-profit restaurant

Fast Facts



1 in 6 are hungry
in Tarrant County



34% don't qualify for
government programs.

Fast Facts



58% have a household member with high blood pressure.



33% have a household member with diabetes.



66% choose between food and medical bills.



Tested Idea

There are several nonprofit cafes operating in other cities throughout the country. Other nonprofit restaurants operating under a price - less concept include the following:

A Better World Cafe
Highland Park, New Jersey

All Are Welcome Community Kitchen
and Bakery Middleboro, Massachusetts

Café 180
Englewood, Colorado

Common Table
Bend, Oregon

Community Kitchen
Lambertville, New Jersey

Downtown Credo
Orlando, Florida

Fair Trade Cafe
Phoenix, Arizona

Fareground Cafe
Beacon, New York

F.A.R.M. Cafe
Boone, North Carolina

The Front Porch Cafe
Ellsworth, Michigan

The Green Door
Corydon, Indiana

Healthy World Cafe
York, Pennsylvania

The Living Room
Knoxville, Tennessee

Love and Vegetables Cafe
Miami, Florida

One Bistro
Miamisburg, Ohio

Our Community Kitchen Stillwater,
Montana

Panera Cares Community Cafe Chicago,
Illinois; Dearborn, Michigan; Portland,
Oregon

Ransom Cafe
Mobile, Alabama

Saint Louis Bread Company Cares
Clayton, Missouri

SAME Cafe
Denver, Colorado

Soul Kitchen
Red Bank, New Jersey

The SouperVan
New Brunswick, New Jersey

Table Grace Cafe
Omaha, Nebraska

Vimala's Curry Blossom Cafe
Chapel Hill, North Carolina

Worth Our Weight
Santa Rosa, California

Media Contact

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Taste Project is a nonprofit organization 501(c)3

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The logo consists of a solid orange square. Inside the square, the word "TASTE" is written in a bold, white, sans-serif font. Below "TASTE", the word "project" is written in a smaller, white, lowercase sans-serif font.

TASTE
project

www.tasteproject.org