



PRINCETON WELCOMES AGRICOLA A REFRESHING TWIST ON RUSTIC AMERICAN DINING

Jim Nawn opens Agricola in the former Lahiere's location on Witherspoon Street

Princeton, NJ (March 2013) – Agricola, a vibrant new community eatery from restaurateur Jim Nawn, is excited to offer delicious seasonal American fare enhanced by ingredients handpicked from nearby farms. Opening March 2013, the restaurant will reside in the building formerly home to Lahiere's, a cherished neighborhood institution whose warmth and hospitality left a deep impression on Mr. Nawn. In the spirit of the previous tenant, Mr. Nawn has worked to create a restaurant where first-time guests feel like beloved regulars.

Agricola has been a passion project for Mr. Nawn ever since the opening of his own Great Road Farm, which, in collaboration with other local providers, will provide the restaurant with a steady supply of seasonal ingredients. In his own words, "Agricola is the culmination of my journey to create a warm and welcoming gathering place that celebrates fresh, seasonal foods and the kind of extraordinary service that can accommodate the needs of the Princeton community."

With 160 seats, the renovated space at 11 Witherspoon Street will provide daily open dining, private events for up to sixty people, and a lively bar capable of entertaining guests from morning brunch through last call. Mr. Nawn engaged the branding firm Mucca Design to create the restaurant's identity and curate every aspect of its look and feel, and sought the expertise of Vincent Celano, of the architecture and interiors firm Seed Design, to create the warm and inviting spaces within. "This project has been a labor of love. Old buildings require that, plus a whole lot of patience," he added with a smile. "The community has witnessed the extent of the renovation firsthand, and construction is progressing at a good pace. When Agricola opens, guests will be amazed at how distinct each room's personality will be — from friendly and intimate to open and festive."

Mr. Nawn, a restaurateur with many years of industry experience, has gone to great lengths to ensure Agricola's successful debut. In the year leading up to the opening, Mr. Nawn completed an 8-month program at the Institute of Culinary Education and a 6-week residency in the kitchen of Veritas, a Michelin-starred restaurant in New York City known for its famous wine list and contemporary American menu. "I spent my time absorbing as much as I could. It was incredibly humbling — that was part of the challenge, after all — but I was also able to study how world-class restaurants operate on the ground floor. The many firsthand observations I was able to make have combined to shape my vision for Agricola."

Mr. Nawn's journey culminated with the hiring of Josh Thomsen, a New Jersey native, as Agricola's Executive Chef. Named a "Rising Star Chef" by StarChefs, Chef Thomsen has honed his skills at some of America's most prominent culinary destinations, such as the French Laundry in Napa Valley, where he had the privilege of working with Thomas Keller, and Michael Mina's NobHill at the MGM Grand Hotel in Las Vegas. Chef Thomsen went on to serve as the chef de cuisine at Tao restaurant, which quickly became the highest grossing restaurant in the United States, and Pinot Bistro and Patina in southern California under Joachim Splichal.

With Agricola's March 2013 opening, Chef Thomsen lends his talents to the Eatery's dinner menu from Monday through Sunday. In April, the restaurant will add lunch to the menu, served on weekdays, as well as brunch on Saturdays and Sundays. Private events and catering are also on the horizon as Agricola establishes itself as Princeton's Community Eatery.

Agricola – 11 Witherspoon Street, Princeton NJ 08542

www.agricolaeatery.com

(609) 921-2798

(In Latin, "Agricola" (Ag-RI-ko-la) means "farmer")

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AGRICOLA - FACT SHEET

Location:	11 Witherspoon Street, Princeton, NJ 08542
Telephone:	609-921-2798
Website:	www.agricolaeatery.com
Opening:	March 2013
Ownership:	Jim Nawn & Fenwick Hospitality Group
Executive Chef:	Josh Thomsen
Hours of Operation:	Dinner: 7 Days a week, 5:00pm – 11:00pm Brunch, Lunch: TBD, starting in April
Areas & Seating:	The overall 160 seats in the restaurant are divided between five distinct areas, most of which can also host private or semi-private events: the Parlour, Farm Table, Kitchen Table, Family Room, Root Cellar, the Bar and outside Courtyard.
Concept:	Agricola offers a refreshing twist on rustic American dining. Every dish is bursting with seasonal flavors sourced locally or grown right on our own Great Road Farm.
Cuisine Description:	Seasonal, local, rustic American fare
Menu Prices:	Starters: \$8 - \$15 Main Courses: Lunch - \$14 - \$22, Dinner - \$17 - \$29 Family Style Farmhouse Menu: \$42 Brunch: \$12 - \$18
Beverage Program:	Agricola offers a list of classic American cocktails crafted with seasonal ingredients. The wine list features American wines, with a few international finds and classics. It includes 10 - 12 wines by the glass. The beer selection, with five beers on tap daily, will focus on local and regional craft beers.
Credit Cards:	AMEX, Discover, MasterCard, Visa
Dress Code:	Comfortable & casual
Gift Cards:	Available for sale & use. Valid for 2 years.
Reservations:	Encouraged but not required
Wheelchair Access:	Available through front door for most areas
Parking:	Parking is available on the street and nearby parking garages.
Design Statement:	Agricola's menu is designed to offer rustic American dining. The same approach has been taken in the design of the furnishings and finishes. Through an array of textures and a palette of light tones with bright accents the space is visually stimulating and enjoyable. Our attention to every detail to the unexpected winks throughout enhances excitement by providing a sense of discovery.
Chef de Cuisine:	Manlee Siu
General Manager:	Ryan Thackaberry
Events Manager:	Sarah Prudhomme
PR Contact:	Gail Schoenberg PR, rich@gailpr.com / 201-460-3672
Designers:	Vincent Celano, Seed Design, www.seeddesignstudio.com



JOSH THOMSEN

Executive Chef

While some young boys dream of becoming astronauts or baseball players, Josh Thomsen's 6th grade yearbook listed "Chef" as his career of choice. This New Jersey native credits his ambitions to his father, Jerry, an accomplished amateur chef.

Named a "Rising Star Chef" by StarChefs in 2010, Thomsen is a graduate of the Culinary Institute of America in New York and honed his skills with some of the most prominent chefs in the country kicking off his career at the Hotel Bel-Air and Pinot Bistro in Southern California. He then relocated to Aspen, Colorado to work at the Little Nell Hotel, a Relais Chateau property as Chef de Cuisine before moving to Napa Valley Wine Country to work at the French Laundry under Thomas Keller, whom he credits as a major influence on his career. Then after spending two years in Napa Valley, Thomsen was drawn to the lights, action and many culinary hot spots of Las Vegas where he continued to build his resume at the exclusive "Mansion" at the MGM Grand Hotel as well as being the opening Executive Sous Chef at Michael Mina's Nobhill Tavern.

An opportunity as Executive Sous Chef at The Lodge at Pebble Beach lured him back to the California coast and in a few years he was back on the strip as Corporate Executive Chef for Innovative Dining Group overseeing the opening of three restaurants – two in Las Vegas and a third in Los Angeles. Before returning to California, he opened the 400-seat Tao restaurant at the Venetian Resort. During his two year tenure it became the highest grossing restaurant in the country.

Next Josh was back in California as the Executive Chef at the historic Claremont Resort & Spa in Berkeley, overseeing thirty-three thousand square feet of banquet space, room service for two hundred and seventy-nine rooms as well as two restaurants (Meritage & Paragon). It was here that he was awarded the Rising Star Chef for the Bay Area.

In his role as Executive Chef/Partner at Agricola restaurant, Thomsen offers a seasonal menu inspired by locally sourced organic ingredients most from our own Great Road Farm.

When he is not in the kitchen, he can be found watching his favorite baseball team, the New York Yankees, or his Dad's favorite football team, the New York Giants, while unwinding with his favorite cocktail, a *Tanqueray & Tonic*. He is also a supporter of *The V Foundation for Cancer Research* and *Keep the Memory Alive*, a charitable foundation supporting research for Alzheimer's disease. And for the past two years he has partnered with *Taste of the NFL*, an organization that rallies the top chefs and NFL's greatest to raise money in support of food banks. He enjoys traveling the world to explore new cuisines and cultures having been to France, Switzerland, Italy, Mexico and Russia.



Jim Nawn - Owner

Jim Nawn is the managing member and founder of Fenwick Hospitality Group, LLC, the management company for *Agricola*, a vibrant new community eatery opening March 2013 in Princeton, NJ. Fenwick Hospitality Group, LLC was formed in 1999 to develop Panera Bread bakery-cafes in northern and central New Jersey. Fenwick divested of its Panera Bread franchises in 2010.

Following Panera Bread, Jim moved to creating a restaurant for Princeton. In preparation, he completed an eight-month culinary arts program at the Institute of Culinary Education (NYC), followed by a six-week externship in the kitchen at *Veritas*, a Michelin-starred restaurant in New York City. Jim signed a deal to lease space for the restaurant on Witherspoon Street in the heart of Princeton in an iconic location formerly home to *Lahiere's*, a beloved Princeton eatery for 90 years. Jim has worked to combine his *Great Road Farm* and his restaurant, *Agricola*, into a Community Eatery featuring ingredients raised on the farm.

Prior to Fenwick Hospitality Group, Jim held senior finance positions with Astra Pharmaceuticals (now Astra Zeneca). His career at Astra Pharmaceuticals included a multi-year European assignment while residing in London and Hungary. He received his MBA from Boston College and his B.A. from the College of the Holy Cross. Jim is married to Ann and they have three boys living on Great Road Farm.



RYAN THACKABERRY

General Manager

Ryan Thackaberry, General Manager of Agricola, is a seasoned restaurant professional who has literally been living, eating and breathing the hospitality industry for nearly 20 years.

Ryan's restaurant industry experience began at a very young age as he "grew up" in his family's restaurant in Newport, Rhode Island and was bussing tables as soon as he was old enough to work.

From there he went on to help open and manage a range of notable restaurants with varying cuisines from P.F. Chang's (Las Vegas & Atlanta, GA) and the Dolce group (Los Angeles, CA), to independent eateries like Bern's Steakhouse (Tampa, FL), Scala's Bistro and Forbes Mill Steakhouse (San Francisco, CA). Ryan believes in gaining a little taste of experience from every project he sinks his teeth into and applying that knowledge to future projects.

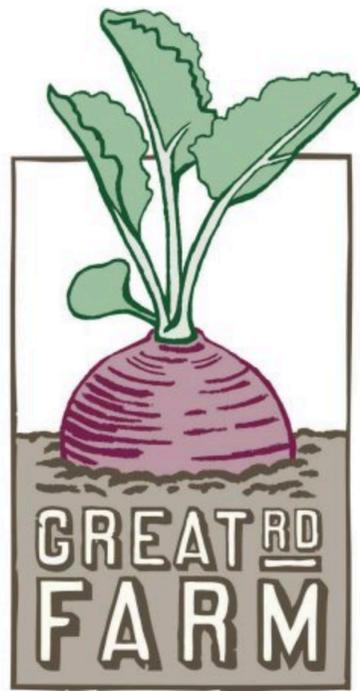
Ryan recently relocated from San Francisco to join the Agricola team and looks forward to applying his passion for people, food and wine to his new role in Princeton.

In his spare time, Ryan can be found wine tasting and exploring new dining experiences. Among his friends he is known to be the "ultimate foodie," continually seeking out the pleasures of great food, great service and great camaraderie.



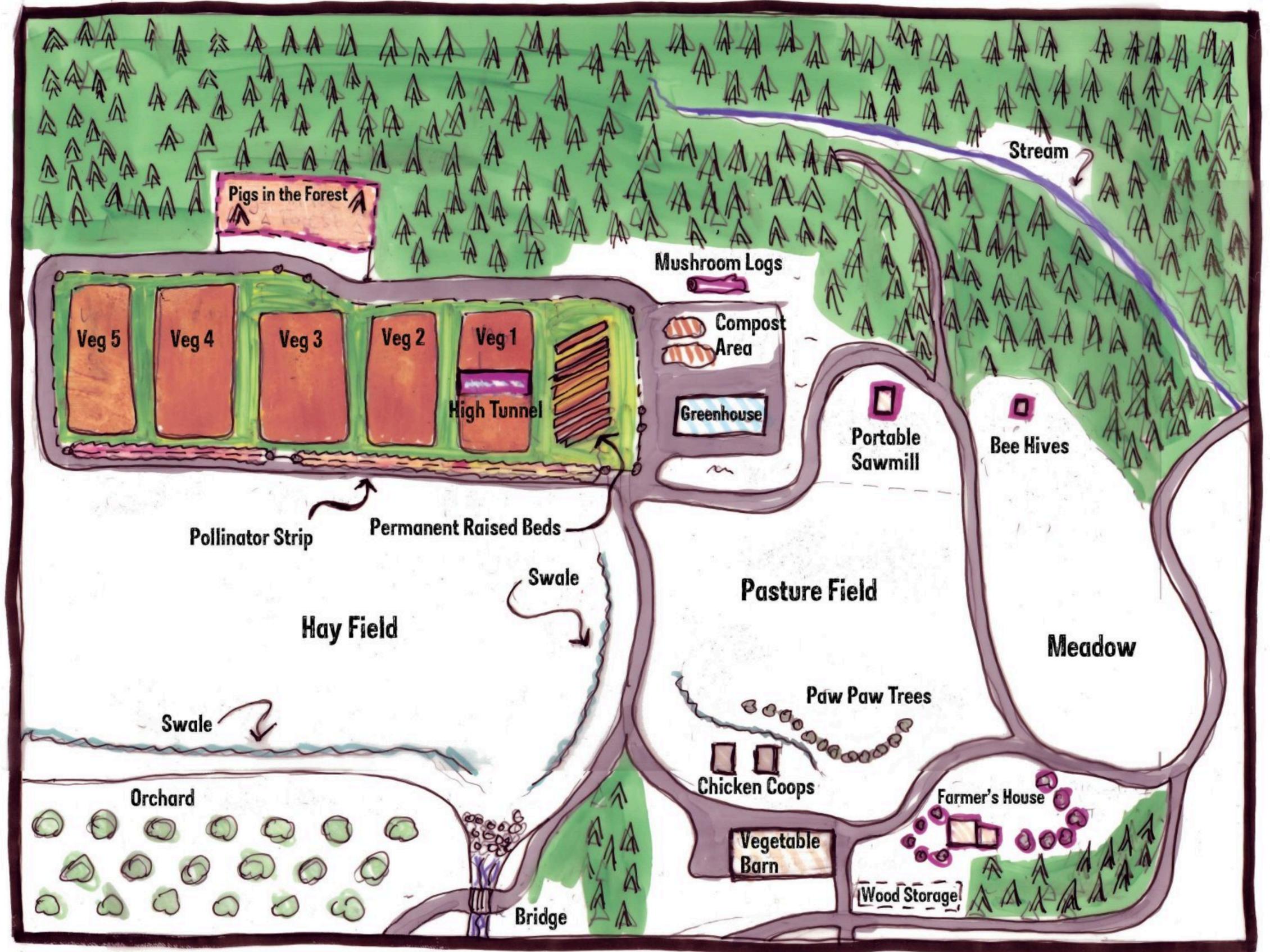
Steve Tomlinson – Farm Manager – Great Road Farm

Working with a healthy ecosystem is what drives this farmer's passion. After graduating from Pratt Institute, he worked for artists Christo and Jeane Claude to build an expansive installation titled "The Gates" in Central Park, NYC. Working on such a large project left a lasting impression about how a strong idea can bring community together. Furthering his career as an independent artist and designer, he co-founded a design company that valued creativity and problem solving. Steven completed a Permaculture Design Class, along with working on organic farms, which bridged the gap between design and local food production. Steven looks forward to strengthening his local community by growing healthy and flavorful vegetables that end up on the plates at *Agricola*.



Farm Map 2012

- Features:
- Vegetable Field
 - Greenhouse
 - High Tunnel
 - Chicken Coop
 - Swale
 - Orchard
 - Pigs in the Forest
 - Paw Paw Trees
 - Compost Area
 - Bee Hive
 - Portable Saw Mill
 - Farmer's House
 - Vegetable Barn
 - Pollinator Strip
 - Hay Field
 - Meadow
 - Forest
 - Permanent Raised Beds
 - Mushroom Logs
 - Pasture Field



Future Projects