

eTHNOSHTM
CUISINE. CULTURE. COMMUNITY.

Overview

A partnership between Face to Face Greensboro, Triad Local First, and Bluezoom Advertising, Ethnosh™ is a guide to the most delicious ethnic food in your community – garnished with the stories that truly bring the flavor to life.

Ethnosh™ was conceived in downtown Greensboro, NC – and is designed to serve localities around the world.



Images: Pho Hien Vuong, Greensboro, NC

Purpose

Ethnosh exists to provide a scalable, location-based, curated directory of local immigrant-owned restaurants with a focus on the unique stories of the restaurant owners.

The goal of the web-based platform is to increase awareness of excellent local immigrant-owned restaurants, promote ethnic diversity, and drive business to potentially underdeveloped areas within the city.

Restaurant stories and reviews will be written by the curation team or by approved local journalists, high-profile citizens, or celebrities.



Images: Taste of Ethiopia, Greensboro NC

Local Social & Economic Goals

- Connect the Greensboro public with the multitude of immigrant-owned ethnic food businesses
- Attract the Greensboro public to geographic areas of the city which may be underserved
- Provide opportunities for cross-cultural engagement
- Assist with the social and cultural integration of people in Greensboro
- Increasing access to immigrant-owned ethnic food businesses
- Provide promotional assistance to immigrant-owned ethnic food businesses
- Use stories, photography, and events to deepen empathy and build awareness of the issues surrounding demographic change
- Demonstrate how immigrant families and their food business enrich and enliven the Greensboro community

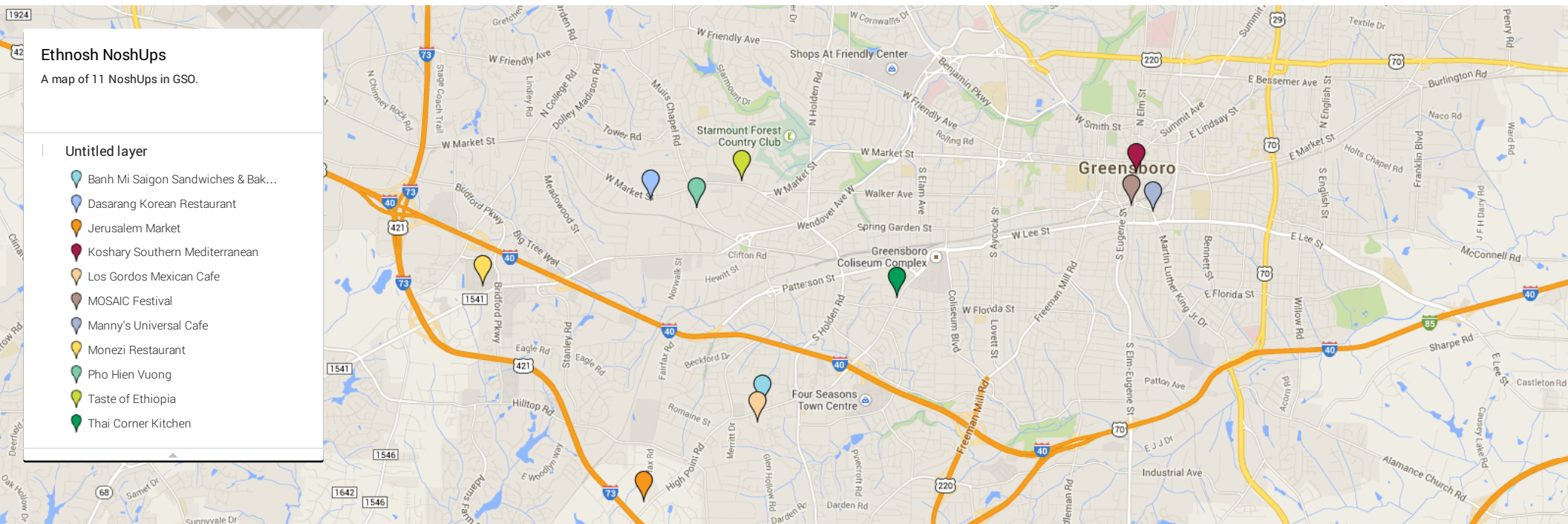


Images: Mosaic Festival, Greensboro NC

Social Events

In addition to the web-based platform, Ethnosh™ holds social gatherings (NoshUps) at selected locations to actively bring the community's attention to its diverse culinary offerings. By creating a gathering of peers with the purpose of sampling local ethnic cuisine at an affordable price, the NoshUps serve to diminish cultural and financial barriers to exploring ethnic cuisine, and drive awareness and business to these restaurants.

By November 24th, Ethnosh will have held eleven NoshUps in Greensboro, covering all five City Council districts.



Social Events

Greensboro NoshUp Stats

Attendees per event	85-136
Total attendance (avg)	~1,215.5
Average funds generated from entry fee (not counting additional sales)	\$552.50
Approximate funds generated	\$6,100.00



Images: Thai Corner Kitchen, Greensboro NC

Ethnosh in the Press

Links:

YES! Weekly:

<http://yesweekly.com/article-permalink-16945.html>

Triad City Beat:

<http://triad-city-beat.com/mannys-cafe/>

Cuisine and Screen:

<http://www.cuisineandscreen.com/2013/10/ethnosh-da-sarang.html>

Raleigh News & Observer:

<http://www.newsobserver.com/2014/02/18/3633663/ethnosh-comes-to-the-triangle.html>

WRAL:

<http://www.wral.com/ethnosh-celebrates-ethnic-food-in-the-triangle/13479646/>

Offline City Guide:

<https://www.get-offline.com/inspiration/nosh-up-at-ethnosh>

Gadabout Food:

<http://gadaboutfood.com/bringing-ethnosh-to-raleigh/>

This Feeds Me:

<http://www.thisfeedsme.com/jose-and-sons-ethnosh/>

Wake Living:

<http://www.omagdigital.com/publication/index.php?i=0&m=27802&l=1&p=59&pre=&ver=swf>

“I can’t wait to see where the next Ethnosh will be! ... I hope it’s something I’ve never introduced my palate to. Come out and go with me!”

“After attending a NoshUp in Greensboro, my friend and mentor, chef Jay Pierce immediately told me that I should expand the Ethnosh program to Raleigh, NC.”

Beyond Greensboro

With roots firmly planted in Greensboro, we plan on expanding the Ethnosh model to interested cities across the nation and even around the world.

Via a centrally-managed, scalable website, we'll be able to accommodate an unlimited number of Ethnosh locations that will use the website as a resource for managing their own directory listings and NoshUp events. Ethnosh's primary revenue stream will come from licensing fees that each location will periodically pay to utilize the website and access the repository of operational guidelines and marketing materials created to support the chapter and its events. A license agreement containing rules and restrictions will also be signed by each chapter, providing protection to and maintaining brand standards with Ethnosh headquarters.

Through expansion and with time, Ethnosh will become self-sustainable and able to return profits back to the involved communities.

The Raleigh Chapter of Ethnosh has been operating since early 2014, and has already held ten NoshUp events.



Images: Abyssinia Ethiopian Restaurant, Raleigh NC

Development Milestones

Brand Development Phase I	<i>Complete</i>
Ethnosh Brand Trademark	<i>Complete</i>
Website Development Plan	<i>Complete</i>
501(c)(3) Status	<i>Pending Application</i>
Licensing Agreement Finalization	<i>In Progress</i>
Funding for Website Development	<i>In Progress</i>
Marketing Development	<i>In Progress</i>



Images: Manny's Universal Cafe, Greensboro NC

We Need Your Support.

We've made solid, deliberate progress in the first stages of developing Ethnosh in a way that will sustainably serve to enrich and strengthen our community, both culturally and economically.

Your support in fully realizing our goals is needed, and greatly appreciated. Thank you for time and consideration.

www.ethnosh.org

facebook.com/ethnosh

hello@ethnosh.org



Images: Jerusalem Market, Greensboro NC