



MATERIALS MATRIX

SLOW FOOD MARKETPLACE & CAFÉ CHAIN

12 POINTS

This thesis project will consist of a well-designed U.S. chain marketplace and café promoting a Slow Food ethos that connects families to local produce, proteins, and prepared foods made with Slow Food ingredients.



FRESH CAFÉ

2.5 POINTS

- Exterior signage **1**
- Compost area signage **1**
- Menu board **1**
- Packaging: **7**
 - Takeout bag
 - Takeout container
 - Cups, straws, napkins, placemats, and chopstick sleeves
- Take out menu and in-store menu **2**
- Uniform (*shirt and apron*) **2**



FRESH MARKETPLACE

1.5 POINTS

- Produce display signage and food stories: **2**
 - 3 displays with food stories
- This weeks harvest produce list **1**
- Monthly or seasonal theme-based entryway art installations: **2**
 - Food Art: Spring and Fall produce season themed visual merchandising and art installations



50MILESFRESH.COM

5 POINTS

- Mobile-ready website with a minimum of 8 pages with links to 3rd level pages.
- What's in season **1**
 - (*Produce lists by month or season*)
- How-to section **1**
 - (*Identify local produce; select fruits, veg and proteins; clean and prepare produce; grow and harvest your own produce*)
- Recipes **1**
- Eat Local (*Label system usage guide*) **1**
- Where to Buy / Where to Eat **3**
 - (*Searchable database by location, hours, type, menu, vendors*):
 - Farmers' Markets
 - Slow Food Restaurants
 - Butcheries/Farms/Food Artisans



EAT LOCAL LABELING

3 POINTS

- Labeling system with icons: **3**
 - Distance from origin
 - Organic
 - Non-GMO
- Food label design on single produce and on protein packaging **1**
- Examples in-use: **1**
 - 3 food label examples on single fruits and vegetables
 - 3 food label examples on signage
 - 3 food label examples on fresh and prepared packaged foods