

# 4 TIPS TO HELP YOU TELL A DELICIOUS BRAND STORY FROM A RESTAURANT MANAGER AND CHEF

Credit for concepts to Jordan Rowan and Jesse Souza from Front & Main

## FIGURE OUT THE REASON YOU DO WHAT YOU DO



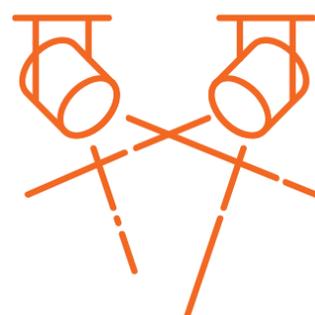
Jordan is a big fan of Simon Sinek's book "Start With Why," which has informed much of his approach to opening the restaurant.

**As part of Front & Main's staff training process, Jordan spent a lot of time communicating with his team about their true why: sharing local ingredients with guests and celebrating Maine through food.**

## SHINE THE SPOTLIGHT ON LOCAL BUSINESSES

Jesse designed every aspect of Front & Main's menu to heavily feature Maine's signature, best-loved ingredients.

From kiddie meals and main courses to cocktails and desserts, every one of the restaurant's offerings is an homage to the region. Guests can sample Maine classics like red flannel hash, fresh brown bread made with local buckwheat flour, pork and beans and so much more.



## GET CREATIVE WITH YOUR STORYTELLING



Front & Main shows off its Maine pride and carries through the theme of local storytelling through its art and decor as well.

Thanks to a partnership with the Colby College Museum of Art, paintings, wood reliefs, photographs and handmade baskets — all by local artists! — are displayed throughout the space. Jordan and his colleagues even commissioned a custom framer from nearby to create special frames for the pieces, all constructed with locally-sourced wood.

## YOU'RE NEVER TOO YOUNG TO BE PART OF THE FAMILY!

While some restaurants might list a hot dog and a hamburger on their children's menu and call it a day, Front & Main takes their youngest customers seriously... and wants to help them understand Maine's assorted culinary delights.

"We wanted kids to have as much fun and feel as welcome as the adults," Jesse says. "We wanted to make them feel special when they come in."



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