

Volume 15  
Autumn 2013



**NEWH**  
The Hospitality Industry Network

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*You may have heard about our highlight this edition:*



*So what is all the buzz?*

### **Their Mission!**

East End Market is a neighborhood market and cultural food hub inspired by Central Florida's local farmers and food artisans. Through collaboration and creativity, they strive to cultivate an appreciation for our true sustenance, a better understanding of our food system, and a dynamic local economy.

### **Their Vision!**

East End Market believes that a vibrant food culture is the foundation for a community's quality of life. Serving as a place of commerce, work, and recreation, they create a venue for community members to engage with each other and discover the significance of their relationship with food.

For more information:

Their Grand Re-Opening is Nov. 2, 2013 10am-7pm.

<http://eastendmkt.com>

### **Found in this Edition:**

- Highlight feature: East End Market
- Orlando local farm-to-table restaurant
- Autumn things to do locally that also support local farms, harvests and economies.



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## **Pharmacy- *it's not your local drugstore***

A new addition to Restaurant Row, Pharmacy is a restaurant and bar that is not where you go when you have a runny nose. Located at 8060 Via Dellagio Way, Pharmacy is easily missed for those patrons who are used to looking for bright lights and loud bar chatter when they pull up to their favorite bar. The entrance to Pharmacy is a mysterious unmarked elevator door that looks very inconspicuous next to its neighboring hustling and bustling restaurants.

After pushing the elevator button, the doors open to a vivacious bar and restaurant that is far from unnoticeable. Pharmacy is small and intimate but is very loud due to its size. It's decorated in 1920's décor and it feels like you're in a secret club during the prohibition era.

The cocktails or 'elixirs', are all constructed with bitters and sodas that are all made in house. There aren't any pill bottles or white lab coats around but some of the elixirs are served in a glass bottle with a bottle cap.

The entrees range from \$14-16 dollars and the menu changes throughout the year. Pharmacy uses only local, seasonal, organic and most importantly- sustainable foods in their dishes. The creators of Pharmacy have founded the restaurant based on the principals of supporting local farms and using only organic and sustainable ingredients. Even the potatoes used in the basket of fries, came from a local potato farm. You could taste the freshness of the spud even after dunking them in the homemade dipping sauces.

Most of the menu is not pub style like the basket of fries. Some of the entrees include Hudson Valley Foie Gras Torchon, Clams Arrabbiata, Roasted Whole Thyme Chicken, and a variety of brick oven pizzas.

End the meal with a hot fudge sundae served with coconut ice cream, bourbon bruleed bananas and a melted chocolate topping. This speak easy style restaurant is a must. For more information visit [www.thepharmacyorlando.com](http://www.thepharmacyorlando.com).

Written by: Erin West

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## Autumn fun Ideas found in FL:

**When purchasing your holiday pumpkins and gourds this year, consider visiting a local farm!** Buying local supports your hometown farms and community members. Choosing your own harvest is fun! Not only does it create a more memorable experience for your family, it improves the sustainability of our community. Try these local farms for fun mazes and harvest picking:

\**Lake Meadows Farm* is a local egg farm producing fabulous chicken and duck eggs from happy hens. They feature a wonderful store enabling you to buy fresh farm to table eggs, dairy and poultry. They offer tours and petting times as well to visit the farm. For more information: <http://lakemeadownaturals.com>

\**Sweet Season Farms*: They have the largest corn maze in FL! But also do pony rides, harvest picking for pumpkins, fall festivals, field trips and more. For more information:

<http://www.sweetseasonfarms.com>

\*Looking for local honey? A great company centered in Orlando is *Winter Park Honey*, <http://www.winterparkhoney.com> you can find them at the Winter Park Farmers Market or several local businesses.

\* Pick what is in season! For more local ideas or finding FL farms and orchards: <http://www.pickyourown.org/FL.htm>

\* Want a nice Autumn drive to north FL to view the leaves turning? Add a farm to your trip! Try out the *New Leaf Market* and organic grocery in Tallahassee, <http://www.newleafmarket.coop>. They are a coop that includes over 12 local farms and winery.

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## Upcycling and Recycling:

[www.zerolandfill.net](http://www.zerolandfill.net)

Zero Landfill is an award winning upcycling program held seasonally that supports supply needs of local artists and art educators while reducing pressure on local landfill capacity. Since 2006, the ZeroLandfill project team has partnered with the architectural and interior design community in identifying and diverting supplies from local landfills.

### Submissions:

We are always looking for new farms, sustainable venues, or articles. If you have suggestions or would like to submit an article please send emails to: [arank@mdcwall.com](mailto:arank@mdcwall.com).

*The NEWH Sunshine Chapter Greenzine is presented to you by our Sunshine Sustainable Committee: Ann Rank – Director, Dallas Ackley, Erin West, Kaydee Donovan, Marsha Yoder & Mary Daurst.*