Neighborhood Eats, Local Restaurants in NJ

Laura Palladino
Syracuse University

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Neighborhood Eats, Local Restaurants in NJ

A Capstone Project Submitted in Partial Fulfillment of the Requirements of the Renee Crown University Honors Program at Syracuse University

Laura Palladino
Candidate for Bachelor of Science in Illustration Photography
And Renee Crown University Honors
May 2015

Honors Capstone Project in Photography

Capstone Project Advisor: ____________________________
Hal Silverman, Photography Professor

Capstone Project Reader: ____________________________
Seth Gitner, Photography Professor

Honors Director: ____________________________
Stephen Kuusisto, Director

Date: May 5, 2015
Abstract

The context of this project is a digital magazine format featuring lifestyle photography for local restaurants in northern New Jersey. Conceptually, the intent of the magazine is to provide the reader a glimpse of restaurants in their entirety, from food to environment. I produced all content, except for the real user reviews, and created the design and interactive elements to accompany the content. The reviews are from actual customers who I talked to at each restaurant location. After multiple trips to each restaurant to photograph the food and atmosphere and talk to staff and customers, I edited the content in Adobe Photoshop and then imported all the images into Adobe InDesign where I produced the final digital product. The process of gathering all images, creating a consistent layout and final product was long but rewarding.

This project is important because it benefits local businesses and community long-term health. In return for free advertising, the restaurants were very open and willing to help me gain access to what I needed to photograph to complete this project. Through the digital format I will be able to reach a large audience at a low cost and positively promote these great local restaurants. Neighborhood Eats, Local Restaurants in NJ showcases six restaurants located in northern New Jersey in a unique and artistic manner to highlight the restaurants characteristics.
Executive Summary

*Neighborhood Eats, Local Restaurants in NJ* is a digitally published magazine that showcases positively reviewed cafes, sandwich shops and restaurants in northern New Jersey. This magazine is based heavily on photography with minimal type and interactive elements, such as sound and video. Six restaurants are featured in the magazine and are broken down into three categories: breakfast, lunch and dinner. The reader can find menus, hours and directions, as well as read reviews and descriptions for each restaurant.

There are so many small restaurants in New Jersey that do not receive adequate publicity and promotion. One tends to only know of small restaurants by word-of-mouth or larger chain restaurants located on major roadways. It is difficult for small community restaurants to be successful. Therefore, I decided to create a community magazine to showcase small local restaurants. I chose a digital format instead of print primarily in order to reach more viewers at a lower affordable cost. This is the first of many issues that will continue to promote local New Jersey restaurants.

The digital format was designed in Adobe InDesign. There is a digital publishing setting that allows me to align my photos and type in a consistent way with guides and grids. The application also allows me to add interactive elements. Sound, video and scrolling text boxes and slide shows were created with Adobe InDesign settings and are packaged correctly to animate on any iPad, iPhone, or through an Adobe Content Viewer application.

The magazine consists of six restaurants that have four pages each. The first page for each displays a large photograph and the restaurant name and city. The following pages consist of additional photographs and either a written component with a scrolling text box or a
sound/video/slideshow component. Raymond’s Restaurant contains a sound of dogs barking, Drip’s Coffee Café contains a sound of lattes and cappuchinos steaming, and Sami’s Land and Sea contains an interview with the chef. The last page has one photo on the top half of the page and buttons, a description and reviews underneath. There are three buttons for each restaurant – menu, hour and direction – and a hyperlink for viewers to visit each restaurant’s website.

At the end of the magazine is a letter about the creator. This is where I acknowledge and thank all those who have helped me – my mom, my Honors Advisor Hal Silverman, my Honors Reader Seth Gitner and a graphic design professor Sherri Taylor. Subsequently I give a description about the magazine and its purpose in a larger societal context and then a description about myself, the creator. The bottom contains a hyperlink to my portfolio website so that viewers can see additional photography work that I have produced.

During the process of creating this project I encountered a few difficulties. I chose to photograph restaurants in New Jersey, which made reshooting difficult because I was in Syracuse, New York. I also had not worked much with Adobe InDesign, therefore I had to find the patience to push forward and learn a new skill set. These two difficulties ultimately led to a rewarding and beneficial experience. I now feel comfortable talking to strangers, communicating my project objectives and using Adobe digital programs. *Neighborhood Eats* is a prototype that will grow and advance over the years, as I continue to advance my skillset and grow as a person.
# Table of Contents

Abstract .................................................................................................................. ii  
Executive Summary .............................................................................................. iii  
Acknowledgements .............................................................................................. vi  

Chapter 1: Introduction ................................................................. 1  
Chapter 2: Making Decisions ......................................................... 3  
Chapter 3: The Restaurants .............................................................. 6  
Chapter 4: The Difficulties and the Turning Point ......................... 12  
Chapter 5: Inspiration .............................................................................. 13  
Chapter 6: The Reason for the Project ........................................... 15  
Chapter 7: The End ................................................................................. 16  
References ......................................................................................................... 18
Acknowledgements

I would like to acknowledge everyone who helped me throughout the process of creating this project. I would like to thank my mom and dad, who helped me formulate my ideas at the very beginning and pushed me to keep creating during difficult and stressful times. I would like to thank the staff members, chefs and general managers who allowed me to talk with them and photograph their restaurants. I would like to thank my Honors Advisor, Hal Silverman, who helped guide me on this project, in addition to my photography throughout my years at S.U. I would like to thank my Honors Reader, Seth Gitner, for assisting me with the technical aspects of InDesign and for being there for me with last minute adjustments. I would also like to thank Sherri Taylor who helped me with the planning, layout and design of this project. Finally, I would like to thank all those at Syracuse University who taught me everything that has allowed me to create this project.
Chapter 1

Introduction

*Neighborhood Eats, Local Restaurants in NJ* is a digital magazine that showcases local cafes, sandwich shops and restaurants in New Jersey. This project emerged from my love for photography and food and my growing interest in marketing. As an Illustration Photography major, I wanted to complete a creative project for the Syracuse University Renee Crown University Honors Capstone Project that displays my photography in a visually interesting format that positively impacts local businesses.

I wanted to create a prototype of a small online publication that brings two subjects of personal interest together – photography and marketing. This content was chosen to engage the local community and form the basis of a business model in an interactive and creative format that will reach a large audience at roughly no cost. Community marketing will engage the audience in an “active, non-intrusive prospect and customer conversation…focusing on the needs of existing customers” and in hopes of gaining new customers (Community Marketing). I hope *Neighborhood Eats* increases community member support for local small businesses, not only for the restaurants themselves, but for surrounding local businesses as well through this community marketing technique.

In this magazine I chose to feature six restaurants in *Neighborhood Eats*. This first issue features restaurants located in Morris County and Union County in northern New Jersey. Raymond’s Restaurant, Drips Coffee Café, Chatham Sandwich Shop, Food., Sami’s Land and Sea and Mitsuba Japanese Cuisine are the restaurants featured in this prototype issue. The six restaurants are broken down into three categories – breakfast, lunch and dinner. There are two restaurants for each category with each restaurant containing four pages. This magazine aims to
positively promote customer-recommended places to eat to local New Jeresy residents and will continue to promote small independent community-based restaurants throughout NJ in upcoming issues.
Chapter 2
Making Decisions

In the beginning of my college career, most of my photography was centered on food. I enjoyed focusing on the details and textures of still life photography and therefore decided to create a food magazine. Through my photography work with the campus magazine *What The Health*, and through my study abroad in Florence, Italy, I also gained experience and interest in lifestyle photography. Drawing upon this, I decided to create my honors project around food and lifestyle photography, highlighting food and the social environments where they are found. This is the underlying basis for my honors project.

Throughout this process, there were decisions I made that affected the direction and manner of producing *Neighborhood Eats*. Slightly different decisions would have greatly impacted the project, and there are three key aspects that I feel greatly affected the final outcome. The first is deciding to create a digital magazine instead of a print version. The second is that I decided to focus on photography, with minimal type, and the third is that I chose to incorporate interactive elements into the magazine.

I decided to create a digital magazine instead of a print magazine because it is the best way to reach a wide audience at little cost. A print version of the magazine would be beautiful, but it would be costly and would only reach a small audience. Online publications make it easier to be discovered and read by viewers all over New Jersey. For example, with an uploaded magazine in the ITunes store, anyone can download it, see my photography and read about the New Jersey restaurants. I intend to upload this project to the ITunes store with the help of my Honors Reader, Seth Gitner.
I also decided to make the magazine heavily based on photography. As a photo major I wanted to showcase my photography and not have it diluted by a substantial amount of text or design. I chose to keep the layout clean and spacious, making it an easy user experience for the readers. If I added text on each page or more throughout the project, it would make the project feel more like a print magazine, rather than an artistic expression of photography and marketing in a digital format.

To enhance the content of the magazine, I chose to incorporate a few interactive elements because “visual images are more distinctive when matched with a second sense” (Sensory Branding, Auditory). I struggled with the technical aspects of adding interaction in Adobe InDesign and debated leaving out the interactive elements of sounds, slideshows, pop-up boxes, scrolling text boxes and video. However, I am very pleased that I had the patience and will to continue with the interactivity. I created buttons, three for each restaurant -- menu, hour and direction buttons -- that click to a pop-up box. I also included sound, which is the “second most used variable by marketing and advertising” (Sensory Branding, Auditory), video and hyperlinks that link to each restaurant’s website and are marked by their underlined name in the description. If I had not included these interactive features or included hyperlinks, the magazine would feel flat, as opposed to the dynamic feel that it has today.

Additionally, I chose to use one typeface, Avenir Next, throughout the magazine. The typeface has different weights, such as ultra-light, regular and bold, that allowed me to create bolder headers while keeping continuity in the magazine. I chose to incorporate all capital letter text for the restaurant headers, as well as for sub-headers in each restaurant article, which allowed me to distinguish them from the other text while using the same typeface. At the beginning, I debated using a different typeface for each restaurant article, which would portray
their environments in a fun individualistic way. However, after trying out that technique, I decided that one typeface would be more effective for the magazine. I wanted to keep the focus on the photographs and not distract the reader with type.

Additionally, there were two other decisions that I made that affected the outcome of the project. I decided to feature restaurants in New Jersey, which meant that I had limited the amount of photographing opportunities. I was able to shoot in the summer of 2014, the winter of 2014 and over spring break in 2015. This impacted the photos that I was able to show and forced me to heighten my editing approaches. The second decision is that I chose to use a computer program that I had little experience with. Throughout this process I learned a lot about Adobe InDesign and I am happy that I chose to explore and learn new computer programs. I believe that all the decisions I made were beneficial to the final outcome of the magazine. I feel that I accomplished what I set out to achieve – a cohesive, artistic piece that will impact the community in a positive way.
Chapter 3
The Restaurants

There are six restaurants that I featured in this magazine. I wanted to distinguish one from another in the magazine, yet keep a consistent layout and feel throughout the project. In order to do this I tried to keep the lighting consistent with my photography and the layout consistent throughout the document. Therefore, I mostly used window light because it is the light that the customers will see when visiting these restaurants, and I used one typeface throughout. Additionally, I tried to be consistent with the content, such as taking a photograph of the outside and inside environment of each restaurant, in addition to food photographs. Viewers are able to get a glimpse of each restaurant through slightly different photograph that is interesting, informative and easy to navigate due to the consistent layout.

The six restaurants featured in the magazine are broken down into three categories--breakfast, lunch and dinner. Each restaurant has four pages that contain photographs of the atmosphere, the food and either the employees and/or customers. The first page has the restaurant’s name and a large photo. The following pages have one or two interactive elements with the end page containing menu, hours and direction buttons, as well as written reviews and descriptions for each restaurant. I created all of the photography, text and design. The reviews are actual user reviews that I obtained when visiting the restaurants.

The first restaurant featured for breakfast is Raymond’s Restaurant. Raymond’s receives a huge crowd for their weekend brunch, especially in the warmer months when there is outdoor seating. The restaurant does a great business due to the prime downtown location and the American food that they offer, such as hamburgers, fish tacos and cheesesteaks. The restaurant is surrounded by other businesses that bring
in additional community members to the area. Below is a photograph of a food dish from Raymond’s brunch menu.

![Food dish from Raymond's brunch menu](image)

Raymond’s description in the magazine reads, “Located in downtown Montclair, NJ, Raymond’s delicious food and upbeat retro atmosphere draws in a huge crowd for every meal, especially during weekend brunch. Their weekend brunch brings in their biggest crowd and guests line down the street waiting to be seated during brunch, Raymond’s most popular meal time. The outdoor seating on the sidewalk of Church St. lets diners experience the shoppers, live music and warm weather. Additionally, and during the cooler months of the year, guests can enjoy their meals indoors and enjoy the 1940’s decor. There is a smaller crowd for lunch and dinner, both of which are BYOB.”

The second restaurant featured is Drips Coffee Café, in Madison, NJ. Commonly referred to as Drip’s, the family-owned café has many repeat customers and is a great independently-owned alternative to Starbucks and Dunkin Donuts. Many return customers grab coffee and breakfast on their way to work. A cappuchino and a blueberry scone are featured in the photograph from Drip’s Café.
Drip’s description in the magazine reads, “Drip Coffee Cafe opened six and a half years ago in Madison, NJ. Rupert Jones, the store owner and featured in the above image, works everyday serving coffee and building relationships with local customers. Each cup of coffee is freshly brewed and all baked goods are homemade. “Cappuccinos, lattes and good ol’ regular coffees are their most ordered drinks,” states Rupert. Customers agree: this cafe lives up to its motto, “Drip good coffee.”

The third restaurant, first in the lunch section, is Food. Food.’s corner location in busy downtown Summit gives it ample exposure to passersbys. I was fortunate to talk with the General Manager about Food. and added a question and answer conversation in a scrolling text box in the magazine. Food offers ‘contemporary comfort’ dishes, such as a caramelized onion burger, at affordable prices. Below is the veggie sandwich from Food.’s lunch menu.
The description of Food. in the magazine reads, “Food. opened five years ago in downtown Summit, NJ. The light and airy atmosphere of the restaurant pairs perfectly with the contemporary food offered, such as the brie and fig grilled cheese and beet salad. Food. is located on the corner of Summit Ave. and Springfield Ave. and has large windows allowing diners a view of the busy downtown area. Weekend brunch brings in the largest crowd, especially on the weekends. Food. is a BYOB restaurant with outdoor seating in the summer months.”

The second lunch location is Chatham Sandwich Shop. This sub sandwich restaurant is a popular destination for the local business employees to go to for lunch. Their sandwiches are the most popular, followed by their freshly made hot foods. Below is a Tuscan grilled chicken bruschetta sandwich on foccacia bread from Chatham’s Sandwich Shop.

The magazine description of Chatham Sandwich Shop reads, “Chatham Sandwich Shop is located on Main St. in Chatham Township, NJ. Located on Main St., the sandwich shop is surrounded by stores and businesses that bring a huge lunchtime crowd to the sub shop. Customers inside and outside wait in a long line to order sub sandwiches and fresh hot food. The friendly employees complement the quick and organized service that the shop maintains.”
Chatham Sandwich Shop is the go-to for fresh subs at lunchtime.”

The fifth restaurant, and the first featured dinner restaurant, is Mitsuba Japanese Cuisine. Mitsuba is located on Main St. in Chatham, NJ and is surrounded by restaurants, shops, other small businesses and lots of thruway traffic. With its corner location, it is easy for people to grab take-out or find parking nearby for a dine-in experience. Below is the Lover Roll from Mitsuba.

![Lover Roll from Mitsuba](image)

The description of Mitsuba in *Neighborhood Eats* reads, “Mitsuba Japanese Cuisine is located on Main St. in downtown Chatham, NJ. Main St. is a popular commuter thruway with shops, cafes and restaurants lining the road. Established in 2006, Mitsuba Japanese Cuisine has consistently maintained great service and fresh seafood. The restaurant draws in a large crowd for lunch and dinner, and is a popular restaurant for take-out and catering.”

The last restaurant, and second dinner location, is Sami’s Land and Sea. Sami’s Land and Sea was opened by Sami Eldisyawe in Springfield, New Jersey about a year ago. Sami prides himself on customer service, believing that customers have a higher return rate when they feel they have received a personalized dining experience. Sami has worked at various restaurants in New Jersey. His staff, as well as customers have followed him from his previous chef job and have supported him with the new opening of his first restaurant because they enjoy his passion for delicious food and unique combinations.
The description about Sami’s Land and Sea reads, “Sami Eldisyawe, owner and chef of Sami’s Land and Sea, offers a personalized dining experience for all customers. Born and raised in Egypt, Sami combines his Egyptian culinary roots with an American twist when making delicious food dishes at his new restaurant in Springfield, New Jersey. The restaurant is great for an intimate dinner, but can accommodate larger groups with reservations. Sami’s Land and Sea is BYOB with a liquor store conveniently located down the street. Sami is very friendly and greets all customers, wishing them a great experience at his restaurant.”

I chose to feature these six restaurants in order to show a variety of cuisines and a comprehensive and diverse view of restaurants in New Jersey for the magazine. I hope that by featuring various places to eat and drink, I have a better chance to connect with readers and persuade them to try a new place to eat.
Chapter 4

The Difficulties and the Turning Point

Throughout this process, there were a few difficulties that I faced. One thing I struggled significantly with was design, both layout and typography. As a Photography major I rarely think about typography or layout on a page since I produce images that will be printed or shown individually or as a small collection. This was a great experience to see how I can push myself beyond my comfort zone. I had created a four-page magazine in a sophomore graphic design class, which inspired me to take my Honors project in that direction. With only weeks left until the Honors project was due, I had a moment of serendipity. After visiting Sherri Taylor, she advised me to add grids and guides to my InDesign document. I played around with a few pages and finally was able to envision a layout.

This was the turning point for my project. I was able to layout all the pages, insert photographs and text, and finally give my Honors Advisor, Hal Silverman, my Honors Reader, Seth Gitner and Graphic Design Professor, Sherri Taylor, a look at a completed draft. From here I was able to get great feedback. Hal Silverman recommended switching a few photographs around in the magazine to better complement the layout. Seth Gitner helped me with the interactive element difficulties that I encountered, such as making the icons clickable. Sherri Taylor gave me advice on typography, recommending that I make the headers all-capital letters. Reaching that point of serendipity was very beneficial to the completion of this project because without it I feel that my project would not have reached the high level of execution that it now possesses.
Chapter 5

Inspiration

This project, although influenced by the first mini iPad magazine I made sophomore year, was also influenced and impacted by other artists and publications. In the very beginning, I looked at food magazines that I love to see if I could identify a few similarities as to why I love them. *A Little Relish* is by far my favorite food and lifestyle magazine. Chantelle Grady produces this print magazine that is filled “mouth watering recipes and café/restaurant reviews.” Grady is a stylist, designer, photographer and blogger from Australia who creates this magazine due to her love for magazines and food photography. She has a fresh and airy quality to her photography and presents it in a clean and simple design. A second magazine that I looked to for inspiration is Martha Stewart Living. I enjoy the food and lifestyle photography that is featured and how stylistically consistent it is throughout the magazines. Grant Peterson photographs a lot for Martha Stewart and has created the magazine’s photography image. He photographs food up-close, enabling the viewer to see the texture of the food. These photographs and publications inspired my photography and design with this project, in addition to other work that I have produced over the years.

While gaining inspiration for this project, I also looked back on all the knowledge I have gained throughout the years in order to compliment my inspiration with my skillset. I came to realize that I love to capture details in my photography, similarly to Grady and Peterson. I was able to combine my interest for simple and clean design with airy and natural photographs with my photography and editing skillset to complete a final project for the Renee Crown Honors Capstone project.
I believe that the knowledge I have amassed from past experiences have enabled me to utilize my inspiration and create *Neighborhood Eats, Local Restaurants in NJ*. The experiences that I have accumulated over the years have made me more comfortable talking to strangers, explaining my objective clearly and creating a long-term comprehensive project. The study abroad I completed in Florence, Italy greatly influenced my lifestyle photography because I was able to walk around the city daily and witness the environment around me. Additionally, the internships that I completed in the past have heightened my knowledge of lighting, composition and communication skills.

For this project, I did not stage any photographs, except for the portrait in Drip’s Coffee Cafè and in Food. I also did not stage the food, but photographed it exactly how the restaurant plated the dishes and with their true ingredients. Similarly, the knowledge that I gained from Syracuse University from my photography and design teachers has helped me with this project a great deal. I was able to use the light to my advantage, know the best angles for photographing small spaces and food dishes and use Adobe programs to complete the magazine. Throughout this experience I learned a lot as well, such as how to use InDesign interactive features, how to use grids and guides to create a cohesive layout and how to persevere during busy and stressful times.
Chapter 6

The Reason for the Project

One of the main reasons I chose to create this project is to promote customer-recommended places to eat to local New Jersey residents that are small independent community-based restaurants. I hope that this magazine will bring in new customers to these restaurants and will increase the support for local businesses in these different communities. As a prototype, this magazine will ideally continue to feature restaurants throughout New Jersey in an artistically produced digital format. I hope that this work impacts the viewers, encouraging them to support local restaurants and the businesses near them, creating a close-knit community.

I chose to utilize my skills for photography to create a unique artistic marketing piece that restaurants and readers would enjoy. I am offering readers, customers and restaurants a personal touch and supplement to their current marketing efforts. I hope that Neighborhood Eats gains a wide reach and and serves the local community in a positive way. Looking back at this experience, I am happy that I was able to capture the daily life of businessmen and women who impact the community in a positive way. This magazine benefits restaurants, customers and communities, in addition to the personal benefits that I was able to gain.

Optimistically, other small food businesses will see the positive results and want to be featured in up-coming issues of the magazine. I want this magazine to make viewers say, “I want to eat there,” and venture out to try a new place near them. Similar to other digital start-ups, this prototype magazine could grow to encompass local small businesses all over New Jersey.
Chapter 7
The End

For this project I wanted to focus on lifestyle photography and give a sense of the food and ambiance at each restaurant. With the digital platform, I am able to incorporate slideshows of photographs, sound from the restaurants, scrolling boxes for text, pop-up boxes attached to buttons, and a video of Chef Sami Eldeswaye, from Sami’s Land and Sea. All restaurants were very generous with their time and allowed me to photograph their food and dining areas. I went to each location multiple times to gather the content that I needed. I began in the summer of 2014, continued in the winter of 2014, and went back one last time during the spring of 2015.

The process of producing this project has taught me a lot about myself. I have learned that patience is key. Sometimes when a project becomes stressful, it is beneficial to take a break and come back with a fresh outlook. This was very useful while creating this magazine. I decided to take a short break and focus on my schoolwork at the beginning of this semester. When I returned to work on my project, I was able to see it as a whole and not as individual restaurant stories. This helped me produce a better layout and enabled me to more carefully edit and select the photographs I inserted into the magazine.

This project, if continued, would be the basis of a business model for merchants and businesses to advertise and encourage walk-ins and newcomers. I hope that this magazine enhances the quality of life for the community, both economically and socially. Supporting local businesses keeps money within the community, “Dollars spent at community-based merchants create a multiplier in the local economy, meaning that from each dollar spent at a local independent merchant, up to 3.5 times as much wealth is generated in the local economy compared to a dollar spent at chain-owned businesses” (Milchen). Neighborhood Eats, Local
Restaurants in NJ is the beginning of a new form of marketing and promotion for local businesses. I hope that in the future, this magazine can continue and grow, forming stronger communities throughout New Jersey.
References


BREAKFAST

Raymond’s Restaurant

Drip’s Coffee Cafe

LUNCH

Food.

Chatham Sandwich Shop

DINNER

Mitsuba Japanese Cuisine

Sami’s Land and Sea
WELCOME ALL DOGS
ABOUT

Located in downtown Montclair, NJ, Raymond’s delicious food and upbeat retro atmosphere draws in a huge crowd for every meal, especially during weekend brunch. In the summer, outdoor seating lets diners experience the shoppers, live music and warm weather. During the cooler months of the year, guests can enjoy their meals indoors experiencing the restaurant’s 1940’s decor. Lunch and dinner draw a slightly smaller crowd and both of which are BYOB.

REVIEWS

“This is a perfect spot for families with children.”
- Benjamin T.

“A space that was known for ambitious, SoHo-influenced cuisine, and the occasional dose of New York attitude.”
- Sara C.

“Man, this is one fantastic place to get breakfast.”
- Sam D.
GET HOMEMADE BAKED GOODS
Drip Coffee Cafe opened six and a half years ago in Madison, NJ. Rupert Jones, the store owner (featured in the above image) works everyday serving coffee and building relationships with local customers. Each cup of coffee is freshly brewed and all baked goods are homemade. “Cappuccinos, lattes and good ol’ regular coffees are their most ordered drinks,” states Rupert. Customers agree: this cafe lives up to its motto, “Drip good coffee.”

ABOUT

Drip Coffee Cafe opened six and a half years ago in Madison, NJ. Rupert Jones, the store owner (featured in the above image) works everyday serving coffee and building relationships with local customers. Each cup of coffee is freshly brewed and all baked goods are homemade. “Cappuccinos, lattes and good ol’ regular coffees are their most ordered drinks,” states Rupert. Customers agree: this cafe lives up to its motto, “Drip good coffee.”

REVIEWS

“What matters to me is a good cup of black coffee, and these guys provide it. Worth the trip.” - Brett P.

“A great place to go, enjoy a great cup of coffee and read a book.” - Carter N.

“They have great beans, Mighty Leaf teas, and the staff are extremely pleasant.” - Farrah S.
FOOD.
Summit, NJ
Q: HELLO PAT, HOW’D YOU GET INTERESTED IN THE FOOD INDUSTRY?
A: When I became uninterested in the corporate art jobs I had, I turned towards a more entrepreneurial idea - getting involved in the opening of a new restaurant. I’ve been at Food. since its opening 5 years ago, and I still enjoy it today.

Q: DID YOU HAVE ANY INPUT INTO THE DESIGN OF THE RESTAURANT?
A: Not at the beginning, but now I have more input in the details, such as paintings on the walls, decorations and promotional materials, such as menus and t-shirts.

Q: WHAT IS YOUR FAVORITE DISH AT FOOD.?
A: My favorite dish is definitely the short ribs. They take 12 hours to make. It’s a very involved process and I appreciate the time and effort that goes into making this delicious dish.
ABOUT

Food opened five years ago in downtown Summit, NJ. The light and airy atmosphere of the restaurant pairs perfectly with the contemporary comfort food offered, such as a delicious brie and fig grilled cheese. Food.’s large windows allow diners a view of the busy downtown streets, filled with cars and shoppers. Weekend brunch brings in the largest crowd, especially on the weekends. Food. is a BYOB restaurant with outdoor seating in the summer months.

REVIEWS

“The menu offered a lot of traditional choices with a modern twist. There’s healthy choices as well as deliciously unhealthy ones.”
- Matt S.

“It’s a nice local place if you just want to grab something to eat with your family.”
- Lauren S.

“It’s a hip, trendy place in a cute town, with good comfort food. The decor is lovely with lots of natural lighting and outdoor seating.”
- Molly R.
TOP 10 STAFF RECOMMENDATIONS

1. Sliced eggplant with fresh mozzarella, roasted red peppers and balsamic vinagrette on a ciabatta roll

2. Tuscan grilled chicken bruschetta sandwich on foccacia bread

3. #4 classic Italian

4. Turkey and Swiss sloppy joe on Italian rye

5. Chicken parmesan sandwich

6. Buffalo chicken wrap
Specialty Sandwiches

- Grilled Flank Steak Sandwich
  - With sauteed onions and provolone cheese on Italian roll.
- Sliced Eggplant
- Grilled Chicken
  - With fresh mozzarella, roasted peppers, and balsamic vinegar on ciabatta roll.
- Grilled Chicken
  - With fresh mozzarella, roasted peppers and red onion on focaccia bread.
- Grilled Marinated Veggies
  - With fresh mozzarella on focaccia bread.
- Fresh Turkey Gobbler
  - With stuffing and cranberry sauce on a long roll.
- Cuban Sandwich
  - With grilled pork, ham, swiss cheese, pickles on ciabatta roll with cuban sauce.
- Tuscan Grilled Chicken Bruschetta Sandwich
  - On Fresh Baked focaccia bread with chopped tomato bruchetta.
- Fresh mozzarella and home made pesto.
- Monte Cristo Sandwich
  - With ham, turkey and swiss cheese on battered grilled french toast.
  - Cracked Pepper Mill Turkey Wrap Sandwich
    - With pepper jack cheese, avocado, roasted peppers, and ranch dressing.
  - Crispy Chicken BLT Wrap Sandwich
    - With lettuce, tomatoes, crispy bacon, and honey mustard dressing.

6oz. Char Grilled Burgers

<table>
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<td>Sour Cream</td>
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<td>Broccoli and Cheese</td>
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</table>

Includes Choices of Lettuce, Tomato, Mayo or Ketchup

Stuffed Potatoes

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<td>Chili and Cheese</td>
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Specialty Sandwiches

- Smoked Turkey
  - With fresh mozzarella, roasted peppers, artichokes, pesto.
- Southwestern Grilled Chicken Wrap Sandwich
  - With avocado, pepper jack cheese, salsa and sour cream.
- Italian Seasoned Chicken Caeser Wrap Sandwich
  - With arugula, roasted peppers, and fresh mozzarella on ciabatta roll.
- Chicken Caesar Wrap
  - With Romaine Lettuce, Parmesan Cheese and Caeser Dressing.
- Chicken Cheese Steak Wrap
  - With sauteed onions, peppers and mushrooms.
- Buffalo Chicken Wrap
  - With Breaded Chicken, Hot Sauce, Bleu Cheese Dressing.
- Oven Roasted Turkey Wrap
  - With Lettuce, Tomato and Honey Mustard.
  - Grilled Chicken Wrap
  - With Roasted Peppers, Fresh Mozzarella Cheese and Blt.
- Tuna Salad Wrap
  - With Masculin Greens and Tomatoes.

Hot Croissant Sammiches

- Ham and Swiss
- Roast Beef and Cheddar Cheese
- Turkey and Swiss Cheese
- Broccoli and Cheddar Cheese
- Tuna and Cheddar Cheese

Sloppy Joe Sandwiches

- Ham & Swiss
- Roast Beef & Swiss
- Turkey & Swiss
- Roast Beef, Turkey & Swiss
- Corned Beef, Roast Beef & Swiss
- Pastrami & Turkey & Swiss
- Pastrami, Corned Beef & Swiss
Chatham Sandwich Shop is located on Main St. in Chatham Township, NJ, and is surrounded by stores and businesses that bring in a huge lunchtime crowd. Customers line up down the store waiting to order sub sandwiches and fresh hot food. The friendly employees complement the quick and organized service that the shop maintains. Chatham Sandwich Shop is the go-to for fresh subs at lunchtime.

**REVIEWS**

“Great wide menu with tons of options and awesome subs. It can get busy around lunch time and is a big local favorite on Saturdays.”
- Tony G.

“All sandwiches are made to order. They do a brisk business so you know the ingredients are fresh.”
- Valerie R.

“My sandwich was warm and stacked with ham and the cheese was melted just right.”
- Rebecca L.
MITSUBA JAPANESE CUISINE
Chatham, NJ
SUSHI & SASHIMI
LOVER ROLL

Spicy crunchy lobster & carb meat, mango, avocado wrapped in soybean paper with spicy sauce.
Mitsuba Japanese Cuisine is located on Main St. in downtown Chatham, NJ. Main St. is a popular commuter thruway with shops, cafes and restaurants lining the road. Established in 2006, Mitsuba Japanese Cuisine has consistently maintained great service and fresh seafood. The restaurant draws in a large crowd for lunch and dinner, and is a popular restaurant for take-out and catering.

ABOUT

REVIEWS

“I’ve been to other sushi restaurants in the Chatham area and this is by far the highest quality.”
- Kayla D.

“I love their spicy Maki combo. Very fresh fish and just perfectly spiced. Our go-to sushi restaurant in Chatham.”
- Robert T.

“It was a very nice atmosphere, clean and spacious and on Sundays you can always catch the game or talk to a friend without it being too noisy.”
- Bridget B.
SAMI’S LAND AND SEA
Springfield, NJ
Sami Eldesyewe, owner and chef of Sami’s Land and Sea, offers a personalized dining experience for all customers. Born and raised in Egypt, Sami combines his Egyptian culinary roots with an American twist when making delicious food dishes at his new restaurant in Springfield, New Jersey.

The restaurant is great for an intimate dinner, but can accommodate larger groups with reservations. Sami’s Land and Sea is BYOB with a liquor store conveniently located down the street. Sami is very friendly and greets all customers, wishing them a great experience at his restaurant.
ABOUT

Sami’s Land and Sea opened this year by chef Sami Eldiesyawe in Springfield, NJ. Sami prides himself on great customer service and good karma, providing anything that customers ask for. The intimate BYOB restaurant draws in a large dinner crowd with many repeat customers. His staff, as well as customers have followed Sami from his previous chef job and have supported him with the new opening of his first restaurant because they enjoy his passion for delicious food and unique combinations.

REVIEWS

“The focus at Sami’s is on high-quality ingredients from local farms, including hormone-free, grass-fed beef and wild fish.”
- Joseph R.

“Sami’s is a sweet little place, run by a man who definitely knows his mission and his methods.”
- Megan A.

“All the food was fresh and the combinations were amazing.”
- Jackie H.
ABOUT THE CREATOR

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ABOUT THE MAGAZINE
Neighborhood Eats, Local restaurants in NJ is a magazine created for the Renee Crown University Honors Capstone Project at Syracuse University. This magazine aims to positively promote customer-recommended restaurants to local New Jersey residents and to promote small independent community-based restaurants.

ABOUT THE CREATOR
Laura Palladino is a photography student in the S.I. Newhouse School of Public Communications class of 2015 at Syracuse University. She is from the New York Metropolitan area and wants to photograph for magazine publications, online and print. In addition to food and lifestyle photography, Laura also has a strong interest in fashion photography and will explore that field in the future. She enjoys collaborating with a creative team to produce artistic content that combines photography and marketing.

All photographs, design and text by Laura Palladino / www.laurapalladino.com

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