

Restaurant Letter

HEADLINE: Fine dining straight from the farm ... St. Louis' hidden gem.

SUB-HEADLINE: But hurry before the season and menu changes.

LETTER:

Dear [Client Name],

I'm looking forward to your upcoming visit. I want to show you the best of St. Louis. There will be a lot of activities to keep you busy. Activities such as City Museum, Forest Park, the Zoo and the Missouri Botanical Gardens. But - I want to make sure you don't forget that food can also be an experience to remember.

Imagine ... A small restaurant in a quiet family neighborhood. You enter and receive your table at once because you called ahead for reservations. The staff greets you and explains each dinner choice and how its specially prepared. Some of the staff even know which specific farms provided the food and meat.

You're looking around the restaurant ... it's small and intimate. The whole ambiance is classy and yet casual.

You look at the menu. Everything looks wonderful, and you don't know what sounds most interesting ... the Ozark Mushroom Salad, Beet Risotto or Sweet Potato Nachos.

As you're thinking of this, you know places like this are rare. It's a classy, upscale restaurant perfect for personal celebrations. Inspired by memories of Grandma's comfort food dinners. Classy and comfort all in one.

A place like this exists in a quiet, family St. Louis neighborhood. When you come visit me, let me take you to this restaurant. You'll get the best of foods, fresh from the farm. The relaxation of a cozy restaurant in a quiet city neighborhood. You can be comfortable in everyday clothes and still feel dressed to celebrate.

The menu isn't extensive. It doesn't need to be. The offerings often change depending on what foods are in season.

"The menu is a wonderful surprise. It isn't extensive, but there is something for everyone and all dietary needs. Because the menu is smaller and more focused what you get is things done right." Jannelle G

Go there with me on this visit. I promise you'll look for reasons to return again and again. Changing seasons mean you will never be stuck with the same old choices.

If you want the best food around, we'll go to Farmhaus Restaurant. They provide the freshest foods available daily from local farms. These farms even supply meat. Although they do admit to flying in the seafood fresh. You just don't find food of this quality everywhere.

"Farmhaus is delightful! The name says it all- you get farm to table ingredients in what feels like your grandma's farmhouse. It's cozy & the service is so friendly." Brianna N

I enjoy the food here ... butternut squash soup, charred prawns & broccoli, sirloin, bacon-wrapped meatloaf and apple tapenade. My favorite is the taster's menu ... it's especially good when you add the wine pairings. You can take a look at their current menu here: <http://www.farmhausrestaurant.com/#home>.

But if you really want to know how good it is ... listen to these reviews.

"The folks here are awesome at what they do! I keep returning because no matter what it is on the menu, everything is impeccably seasoned- just so spot on." Qualoverquant

"Once again, I have died and gone to foodie heaven after eating at Farmhaus. This place is so worthy of its #4 ranking on the famous Ian Froeb's STL 100 List. It truly is one of the best places to eat in the Lou. ... When each of my dishes were served, they'd explain what it was and how it was prepared. It was like a verbal menu, explaining to you what you had ordered and what you were about to enjoy." Steven B

Farmhaus' record of excellence is well-known throughout St. Louis. They have ranked #4, #6, and #8 on Ian Froeb's 100 (annual listing of the Top 100 restaurants in St. Louis). Trip Advisor ranked it #145 of 2,413 options in the metro area and awarded it with a Certificate of Excellence 2015-2017.

Here are some more of the reasons why Farmhaus has such high ratings.

"We had the tasting menu with the pairings, and we're so glad we did. The wine selections were incredible with each course. The food was inventive with simple ingredients to start, but each course was more complex. The combinations of the flavors were fantastic and surprising. Every course was our absolute favorite... until the next course arrived. The tenderloin was so good, I'm still angry about it." Amy K

The food is amazing- everything is fresh, cooked well & the flavors are comforting. My husband & I did the tasting menu so that we could try a little of everything, and we highly recommend this! It's the perfect amount of food & we enjoyed every single course! Since they are a true farm to table restaurant, their menu changes pretty frequently, but if they're available, the butternut squash soup, charred prawns & broccoli and the sirloin were our absolute favorites! Our server, Taylor (shoutout to her for her awesome service!) told us that a lot of the meat comes from the chef's grandpa's farm in Greenville." Brianna N

The best recommendation comes from Dr. Piggy:

"We were spoiled beyond belief for dinner last night at Farmhaus. From start to finish, the service was exemplary (and probably the best I have ever experienced). Our food was absolutely delicious. The Chef accomodated our vegan daughter (who was offered several customized entrees). My husband had the tasting menu (I highly recommend it)! Delicious drinks and wines are available. We travel worldwide often, and this was one of the best dinners that I have ever experienced. I highly recommend it!"

Let's set the date now, though. They take reservations ... a necessity. They're always happy for walk-in customers, but the tables are usually full.

Tuesdays and Wednesdays are the best. Why don't we just plan the reservation for 6 p.m. the Wednesday you are in town. Farmhaus Restaurant ... comfort food, cozy conversation, classy style ... you can't get a better picture of St. Louis when you come to visit.

Sincerely,

[Author]

P.S. Don't forget to call me at (xxx) xxx-xxxx right now, so I can get our dinner reservations on the books.