

Archetype: The Explorer

Goal: Finds fulfillment through discovery and new experiences

Since the beginning of Western settlement, civilians have enjoyed the finest offerings of goods and services when accessible. People used to travel long distances by horse and carriage to the courts of kings and queens for extravagant meals and experiences. Today, people travel by plane to different countries to experience different cuisines and cultures. Thus, the desirability of discovering quality goods and services that provide fulfillment has only increased, but it's not always something found in our backyards.

Eventually, we understood that there was neither the market nor resources to provide these special experiences that were desired. We became complacent with food and drink options and stopped experimenting. From busy schedules to distractions to family members working, we lost interest in fine dining. Large-scale competitors and processed goods trumped potential opportunities.

But that's changing now. Small and local restaurants now desire locally-sourced goods, and these businesses are more willing than ever to try new things. These restaurants now have the opportunity to set themselves apart by experimenting with sustainable and locally-grown goods. How far can we go if we continue to experiment with modern dining options?

We could find fulfillment through the discovery of new flavors, tastes and smells. We could practice sustainable farming and locally source our products. The opportunity to experiment with new options is exciting, so why not take advantage of the resources available in your backyard?

Now, we can expand our palate while staying local. Instead of people travelling across the continent to purchase goods or discover new flavors, we eliminate the guesswork and bring the discovery directly to the community. This is the next step in a new dimensionality of dining: taking a familiar staple in everyone's lives and giving an experience in a new and exciting way. Join the new movement that will make you question how something so familiar could be so exciting.