Vermont’s Localvore.co Lands in Boston to Unite Food Lovers!

Culinary Leader Puritan & Company Joins Forces with Localvore to Reach Local-Focused Consumer

Cambridge, Mass. – February 7, 2018 — The Boston area farm-to-table movement is getting a boost thanks to the Vermont-based company Localvore, a website that brings together restaurants, farmers, producers and retailers that support local sourcing, their community, and quality cuisine with like-minded food lovers. The matchmaking process occurs through Localvore’s marketing platform which allows its merchant customers to create deals and events - from happy hours to $1 oysters to wine pairing dinners - and promote them to an engaged audience looking for the best in local food and beverage.

First to serve up the Localvore Boston experience is Puritan & Company, a celebrated Cambridge farm-to-table destination. The famed restaurant proudly promotes its dedication to local farms and the community, and with Localvore, Puritan & Company will be able to reach even more consumers - both visitors and locals - with exclusive deals, news and events. As part of the Localvore partnership, merchants can identify a nonprofit to support, and Puritan & Company selected On The Rise, a resource for homeless and formerly homeless women. A portion of the restaurant’s proceeds will be dedicated to supporting the organization.

"There are two important parts to the fabric of Puritan & Company: being a socially-conscious business, and showcasing the bounty of New England farms,” said owner Will Gilson. “As the son of a farmer, being mindful of our sourcing and giving back is the core of what we do. We are proud to align with Localvore and the On The Rise non-profit by offering a $20 for $40 with 5% per purchase donated to On The Rise."

“Localvore is about marrying local sourcing with culinary expertise and community connection, and giving sustainable energy to that cycle through the purchasing power of food lovers,” said Dan White, CEO of Localvore. “Puritan & Company lives and breathes this mission. We are proud to partner with this culinary leader and help them share their love of all things local.”

“We are so grateful to Puritan & Co. for more than five years of warmth, generosity and care for the women in our programs,” said Delphene Mooney, director of Development & Communications, On The Rise. “From the exquisite food to hosting elegant and
thoughtful events, their incredible team is a testament to the positivity that comes from neighbors working together to make a difference.”

Food lovers can find the latest deals and events from Puritan & Company, as well as other favorite farm-to-table merchants, by visiting Localvore’s website and following the participating restaurants.

In addition to a foothold in the Burlington and Boston markets, Localvore is also expanding in Portland, ME, and continues to explore the regions in the U.S. where the local food movement is a lifestyle, and demand for sustainable businesses exist.

**About Localvore**

Founded in 2012 by co-founders Dan White, Michael Nedell and Meg Randall, Localvore, Inc. is backed by the Flexible Capital Fund as well as impact investors supporting purposeful technology. Localvore helps people discover restaurants, farmers, producers, and retailers who are sourcing locally, creating great food, and supporting their communities. Localvore is based in Burlington, Vermont. For more information, please visit us at localvore.co.

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