

FOLK MEDIA KIT

Our Mission

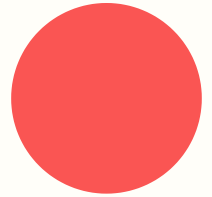
Our Reason for Being

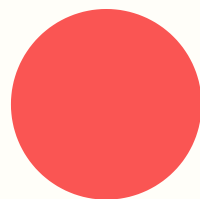
Together, we create change. We are a good food community, dedicated to using our buying power to make meaningful, sustainable impact for good and for all.

At Folk we work to support our entire ecosystem by positively impacting every link in its chain. Including our sources, team, community, customers and the environment.

Every dollar you spend at Folk is providing you access to always responsibly grown and made food, beverage and homewares; supporting higher than minimum living wages and strengthening an ethical, sustainable, better food system.

You can trust in the source, quality and care of your every product purchased at Folk.





Herstory

How did we get here?

THE BEGINNING

In 2016 The Farmer's Hand opened within the historic neighborhood of Corktown at 1701 Trumbull. A gourmet grocer focused on offering primarily Michigan made and grown provisions. Folk, a sister space, opened in 2018. On the same campus, just two doors down from The Farmer's Hand. Folk, A mission driven restaurant specializing in healthful food and beverage influenced by seasonality, made from scratch and intended to nourish. Beyond responsible sourcing Folk extends its mission to establishing a successful workplace honoring fair, equitable and non-discriminatory wage distribution among all.

THE MIDDLE

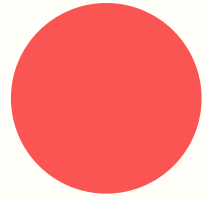
Together the sister spaces have won multiple awards and been featured in local and National Eater; The Detroit Food Policy; Wall Street Journal, Food & Wine Magazine, Bon Appétit, Hour Detroit Magazine, Eater, Eater Detroit, Crain's Detroit Business, Detroit Free Press, SEEN magazine, Slice Ann Arbor and more. In 2019, after three years of operation in 390 sq feet, TFH closed its doors projecting to reopen on the same campus in a newly constructed, larger, building. In the meantime and in a collaborative effort, Mink, a sustainably sourced seafood establishment was opened in the original TFH location.

THE NOW

Not long later, in March of 2020, COVID hit US shores with devastating impact. New construction was suspended indefinitely and Folk quickly made the decision to transitioned it's full service restaurant into a hybrid neighborhood marketplace and casual dining cafe.

Today, Folk is Gourmet Market & Café. A #goodfood100 establishment and your one stop in Detroit for gourmet grocery, wine, giftboxes, grab-n-go and catering. We are a neighborhood establishment servicing our immediate community and beyond. We endeavor to build a better food system for all, by positively impacting every link in the food chain: the environment; plants and animals; farmers, ranchers, and fishermen; purveyors; restaurants; and eaters. Beyond responsible sourcing, Folk extends its mission to establishing a successful workplace honoring fair, equitable and non-discriminatory wage distribution among all. Detroit's go-to for premium quality and seasonally available fresh produce, fresh and cured meats, artisan dairy, smoked fish, specialty foods, natural wine, artisan beer, baked goods, and catering provisions.

Whether you're looking for a great latte, wholesome lunch on the go, picnic provisions, tonight's dinner, catered platters, a gift box for your favorite food friend or wine lover, we're your spot!



Who We Are

Located in Historic Corktown, Detroit.

We are a gourmet market and cafe. Offer a small seasonally focus menu with espresso , bio-dynamic wine and more. We have patio seating late Spring to Fall, catering services, intimate private parties, online ordering and delivery.

We are Detroit's go-to for premium quality and seasonally available fresh produce, fresh and cured meats, artisan dairy, smoked fish, specialty foods, natural wine, artisan beer, baked goods, and catering provisions.

Whether you're looking for a great latte, casual breakfast, wholesome lunch on the go, picnic provisions, tonight's dinner, catered platters, a gift box for your favorite food friend or wine lover, we're your spot!

Recognition

It feels good to be seen!

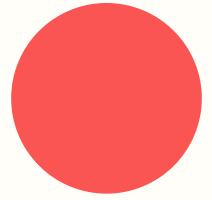
Folk is a *Good Food 100* establishment

We have been recognized for our work in supporting the growth and prosperity of our food ecosystem and labor system by positively impacting every link in its chain. Including our sources, team, community, customers and the environment.

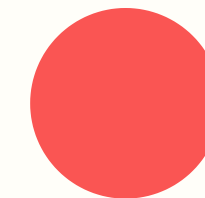
Our efforts have garnered national and international attention and recognition. Our work has been recognized with multiple awards In 2017 The Farmer's Hand was honored with an Eater Award: Market Cafe Combo of the year and; The Detroit Food Policy Council - 2018 Detroit Food Power Sustainability Award for work in providing local healthy food to Detroit. Folk, a sister space, opened in 2018.

Featured in the Wall Street Journal, Food & Wine Magazine, Bon Appétit, Hour Detroit Magazine, Eater, Eater Detroit, Crain's Detroit Business, Detroit Free Press, SEEN magazine, Slice Ann Arbor and more. In its first year of operation Folk was awarded with an American Institute of Architects Detroit Chapter: Design Core Design Award for architectural and interior design; acknowledged with Eater Detroit's 2018 "Doing it Right" Award for our work in industry change; and Detroit's Free Press (FREEP) #4 Best New restaurant; as well as and along with Zingerman's was named on Food and Wine's first ever list of "Best restaurants to work for".

Throughout 2020 Folk was recognized for their efforts in transitioning their full service restaurant towards a hybrid market and cafe by multiple outlets including WDET, CNN Local Channel 4, Eater, Hour Detroit, SEEN Magazine and more.



Our Team



ROHANI FOULKES, OWNER & GENERAL
MANAGER



JESSI PATUANO, KITCHEN & LOCAL FARM
MANAGER



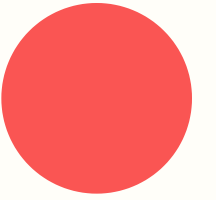
KYLE COPPOCK, MARKET & EVENT
CURATION



DESTANY MADDOX, BARISTA & CAFE
MEMBER



Thanks for being here!



Now let's get to work, together.

ROHANI FOULKES, OWNER

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