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May 28, 2009, 4:48 pm

Want It Fresh? Arturo's Will Have It

By [WINSTINA S. HUGHES](#)

Fresh produce, straight from Newark, is being served.

As part of its six-course tasting menu, [Arturo's](#) will on Saturday include organic produce in its specialty dishes, just hours after the vegetables are harvested.

The owner, Dan Richer, said he will be traveling to [Brick City Urban Farms](#) in Newark — a venture of Lorraine Gibbons of Maplewood, in partnership with John Taylor — for what he calls the best produce in

New Jersey.

“It’s completely different from what you would see in ShopRite or Wholefoods, Mr. Richie said. “Most restaurants call up vendors. I plan to cut the produce by hand at 1 p.m. and serve it at 5-6 p.m.”

The six-course meals held on Saturdays are a tradition at Arturo’s. You won’t find these dishes on the menu. Reservations are required. For more info call 973-378-5800.

Here is Mr. Richer’s announcement:

Hi this is Dan Richer from Arturo’s – Osteria & Pizzeria in Maplewood. I just wanted to let you know that we are offering a 6 course tasting menu this Saturday night at 7:45pm. The menu will be focused around local, organic produce from Brick City Urban Farms in downtown Newark. Reservations are required and are limited. The price is \$47 per person. Participation of the entire table is required.

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6 Comments

1. 1. May 28, 2009 7:16 pm [Link](#)

Pretty cool, eh?

— *Karla*

2. 2. May 29, 2009 9:46 am [Link](#)

This sounds great, but a couple questions. Is the Brick City part of this running just this Saturday night, or every Saturday through the growing season? And when you say “participation of the entire table is required” do you mean you need to bring 7 or 8 friends with you and fill the table to make a res, or just come and sit next to other people who want to do the tasting menu too?

Can’t wait to try it!

— *Theresa*

3. 3. May 29, 2009 10:18 am [Link](#)

I like Arturo’s, partly as it seems that Dan is always considering new approaches. And this farm initiative seems terrific.

That said, I’m a little confused by the writing style, particularly the last paragraph which seems out of place and redundant. Here’s a story ... and here’s Dan to repeat the story. Why?

— *Robert*

4. 4. May 29, 2009 10:29 am [Link](#)

I think this is a pretty good idea. Serving fresh organic vegetables is never a bad thing.

But I think this post is misleading.

Mr. Richer is quoted as saying, “Most restaurants call up vendors. I plan to cut the produce by hand at 1 p.m. and serve it at 5-6 p.m.”.

If that is the case for his organic Saturday tastings, then what about the massive amount of veggies he uses the rest of the week? Are they not cut by hand and relatively fresh?

Most food service places in the area use local produce vendors who go to the wholesale market very early in the morning and deliver the produce in the late morning. Though not organic, these vegetables are for the most part very, very fresh.

I would expect Arturo’s get these deliveries daily (or every other day) and “cuts the produce by hand” every morning for that days lunch and dinner business.

Nice to see that he is supporting a local organic growing effort, but other than that I don’t see anything new here.

By the way, you’re paying \$47 to eat at a pizzeria.

— *Good, but Great?*

5. 5. May 29, 2009 11:03 am [Link](#)

Made a rezzie and am very much looking forward to this. More and more, I find fewer and fewer reasons to head into NYC for weekend fun...

— *Brian*

6. 6. June 2, 2009 8:58 pm [Link](#)

Hey,

These are great comments. I agree with Karla, it's pretty cool! Couldn't have said it better. Good, but Great?...I appreciate the points that you bring up. Thank you for adding some spice to all this.

I think these comments show that the demand is there for the work Lorraine & her partner John are doing – in Newark & in Maplewood. When Dan and I spoke he was excited about buying locally and supporting Lorraine's business venture for his event Saturday. I think it's really great 2 out of 5 of ya'll made reservations. When my student days are over I'll be joinin you in the type of support you give!

– *W. S. Hughes*

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