

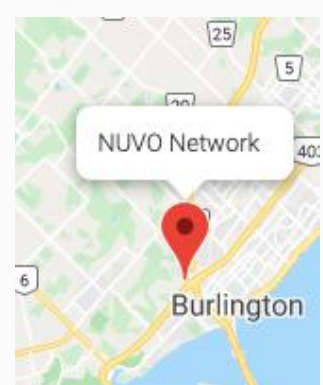
Local Business Showcase

NUVO TASTE



Damian Wills, Director of Culinary Experiences
& Food Culture, NUVO Taste

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1. Where did the idea of your business come from?

The idea for NUVO Taste came from a desire to offer **in-house food service to the NUVO Network community**, that meshed with our NUVO values and the spirit of the building as a hub for innovation, entrepreneurship and creativity.

We wanted to provide great food options to tenants, members and guests attending meetings and events at NUVO, prepared onsite by our own team of talented professionals, **using farm-fresh, high quality, locally sourced ingredients.**



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Know a local business or venture in Burlington that you want to see in our Community Spotlight?

[Let us know!](#)

2. How have you shifted your business during the pandemic?

We call it the "NUVO Taste Pivot"! As soon as the pandemic hit, and it was clear our usual NUVO Taste business would grind to a halt, the leadership team began meeting daily. We brainstormed and considered options to replace the business that's been put on hold. All of our usual business halted:

- onsite, that means that the catering for meetings, events, and film productions, etc., has been cancelled or postponed;
- off site, that means that the offsite catering we do for TV/Film sets, external meetings/events, a local airport, visiting professional athletes/teams, etc., has also been cancelled or postponed.

Our new business model has shifted to respond to new opportunities, including some opportunities we already had in the works, and some new opportunities that are directly related to feeding people healthy food during the pandemic, for example:

- preparing catered meals, individually packaged, and delivered - for example to public health nurses working long shifts on assessment phone lines
- preparing frozen meals, sold and distributed via established local food delivery platforms: [Zerocery](#) (zero waste food delivery platform) and [West Side Beef](#)
- partnership with local charity, [Food For Life](#), on the [Good Soup Project](#).